

**Title:** Degrowth's international digital presence – a collaborative assessment of the status quo & a discussion of goals

**Target group:**

In the first session: members of R&D, Degrowth.net and Degrowth.info

In the second session: 1) as many degrowth digital actors as we know and 2) experts on web publishing and digital media.

**Who we are:**

Degrowth.info is one of the main websites that represent the degrowth movement and degrowth content. We had over 200,000 visits to our website last year alone, and that number has only increased year to year – largely due to the appeal of the degrowth idea and it entering into mainstream discourses. The website is run by a team of 8-10 mostly volunteers. We have a blog, a massive media library of degrowth content, and promote the movement via info on ways to get involved in the movement, events like the summer schools & conferences, etc.

**Our objectives for these sessions:**

We would like to host two consecutive sessions: the first one will focus on defining a communication and cooperation strategy between the three institutionalised actors (R&D, Degrowth.net and Degrowth.info), and the second one will give space to the numerous digital actors to connect for a first time and define together the general goals of the degrowth digital presence.

Concretely, our goals for the two sessions are:

- 1) Better understand the degrowth movement's digital presence and the differing foci of current initiatives (who does what at the moment?)
- 2) Collect goals that the degrowth movement has for its digital presence
- 3) Better communicate and cooperate with Degrowth.net and R&D.

**Format:**

S1 is all about getting the conversation started between R&D, degrowth.net and degrowth.info. Ideally, we would have at least 3 participants per website, max. 20 people. A team member of Degrowth.info can facilitate the session, if this is okay with all participants.

- 5 minutes: welcome, short introduction of aims and scope of this session, technical points
- The session starts with 2 rounds of introduction:
  - 15 minutes: round 1 is a personal introduction where each person gets ca. one minute to introduce themselves and explain their expectations for the session
  - 15 minutes: round 2 is an introduction of the respective websites, with 5 minutes for each site. Guiding questions of these presentations could be: what was our biggest achievement so far?, what is our biggest challenge at the moment?, who is our target audience?, which kind of content do we focus on?, how are we trying to reach people?, where do we see our website in 1 year, where in 5 years?
  - 30 minutes: break out sessions where members of the different platforms mix into 3 - 4 groups. Groups can work on 2 foci:
    - 1: analysis of status-quo: what does degrowth digital look like currently, how do the websites compare, what is there already, what is missing?
    - 2: brainstorm: how could degrowth's digital presence evolve? Creative and non-committal brainstorming session for future initiatives, extensions, cooperations, .

- 15 minutes: each group gets 3 – 5 minutes to report
- 10 minutes: short reflection on the session, room for concrete proposals if any, invitation to see this as a conversation starter -> propose concrete occasion to meet in person (The Hague, Manchester, ...)

## **Session 2: A picture of the degrowth digital actors**

S2 will start with a short introduction (10min), after which the participants will be invited to present themselves in a roundtable, for everyone to have a better picture of the existing degrowth digital actors. Two experts will then give a short overview on what a digital presence means for a movement. Breakout groups will then be formed to discuss the general goals of the degrowth digital movement, in reflection with the current capacities. The breakout groups then present their ideas to the rest of group (15-20min), and a little survey is organised, to get a picture of what people view as the top priorities. The actors leave the session with a better picture of the digital presence of degrowth, as well as a common guideline on where they want to lead this digital presence.

### **Part 1.0: Welcoming and introduction (10min)**

The facilitator of the session welcomes everyone, explains the basic online rules (mic on mute, how to ask to speak in the chat,...), and shortly explains what is the objective of the session.

### **Part 1.1: Round table**

Everyone who is in the call has 1 minute to say their name, the digital actor they represent and their geographical scope.

### **Part 1.2: Short presentation by experts (15min)**

The degrowth movement has very few mechanisms to shape the degrowth movement's digital presence, however those are important, because people increasingly search on the web 'what is degrowth?'. The experts (2 max) discuss the relevance of a movement's presence in the digital space. They could give us indications on: *How is the degrowth digital space governed, e.g. who defines "what is degrowth" and how is that feedback'd? What are the critical flows of information (social media, mailing lists, websites, blogs, podcasts,...)?*

### **Part 1.3 Breakout sessions (20min)**

In the breakout sessions, digital actors are asked to answer the question *"What are, in your view, the key goals for the degrowth movement's digital presence?"* and *"To what extent can current activities meet the community's goals?"*.

### **Part 1.4 Identifying goals (30min)**

One person per group presents the goals of their group. Then, based on the goals presented by the different groups, a small survey is organised: participants indicate their top priority in the goals mentioned before. This gives a general guideline that can inspire each group.