

# CHECKLIST FOR EFFECTIVE ON-SITE (GUERRILLA) ACTIONS

1. Identify key locations and topics from your own analysis and your first stakeholder conversations where a lot of different local interests seem to come together. These can be both positive (opportunities) or negative (irritations) and both concrete and urgent or more long-term and abstract.
2. Identify the different types of stakeholders you need to engage in these actions. You don't necessarily have to engage everybody in every topic at once. Maybe you first focus on one group and bring in others later. Remember you are in here for the long run.
3. The concrete and urgent topics can be low-hanging fruit to organise collectivity around. What can be your very first real actions to address these topics to the targeted stakeholders in an attractive way?
4. Can you use your local narrative to translate the abstract and long-term topics into something very concrete and actionable? You probably need to back-cast profoundly, bringing the big topic in the here and now.
5. Utilise the metaphors from your narrative. This can be very literal and over-the-top. You want to shake things up, create a buzz, make people rethink their environment and trigger their appetite for more active engagement. These metaphors help to amplify your local (online) campaign with a physical component.
6. Work with existing local initiatives and artists where possible. This does not mean your first actions need to be co-productions, you may actually want to keep them very small and neutral at first, but your food, drinks and performances can all be local. You want to build a local community after all.
7. Keep your first actions very light and 'no-threshold'. Don't expect people to plant flowers with you the first time they see you. Your first actions may simply be about having a drink and a chat and trigger the curiosity to join in on the next event as well – and the next one. The success of the first actions should not depend on high engagement rates. Besides, they should not depend on big agreements, permits and budgets from your internal organisation or other stakeholders.
8. Although your first actions are light and non-committal, you do want to be clear about who you are and what your big local purpose is. This transparency is crucial for trust but also for relevance. Make sure that your actions are congruent with your organisation's core values.
9. Use the power of repetition and recognition. Prefer ten very small and low-budget actions to five bigger ones. Initially people may not know how to interpret you, so you need to be visible regularly. Being literal in your metaphors can help people to recognise and trust you and engage more actively step by step.
10. Even the smallest low-budget action should look good in order to represent your initiative, campaign and purpose well. You may want to bring a creative maker on board to make sure every action is designed and executed with care.
11. Every short conversation tells you something about how people perceive the area. Process all input in your database. Also collect contact details, so you can connect on social media and send newsletters and invitations for future events, also asking people to bring their friends or colleagues then.
12. Document every action well. High quality photographs build a strong archive for the whole project. You can share these photos online with the local community and insert them in presentations for local decisionmakers. And you can share them with the press, inviting them to your future events to start building local brand power.