

# *Citizens for Climate* **Participation Pop-up Event Toolkit**



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## 1 CITIZENS FOR CLIMATE

- Citizens for Climate aims to explore and promote best practices of citizen-led climate decisions. The aim is to focus on direct and participatory democratic methods and the innovative combination of both. It empowers communities and citizens to influence political decision-making and strengthen active civic engagement in the green transition.
- Citizens for Climate supports civil society organisations in planning and organising Participation Pop-Up events that bring together communities to discuss how citizens' voices can be directly included in climate policies, share experiences, and collectively develop local solutions.



Credits: Democracy International  
Head of Office at Daniel Freund, Member of the European Parliament.

## 2 PARTICIPATION POP-UP EVENT OVERVIEW

- The Participation Pop-Up Events are participatory, community-focused events designed to create open spaces for dialogue on climate policies and democratic participation. They bring together citizens, civil society organisations, activists, local stakeholders, and policymakers to exchange experiences, discuss local climate challenges, and explore how citizens can play a more active role in decision-making processes.
- Each event can be adapted to the local context and audience, while following the shared goal of creating inclusive, interactive, and accessible participation formats. Through workshops, discussions, creative activities, or community exchanges, the events encourage collaboration between different groups and support the development of practical ideas and local solutions.
- The Pop-Up Events are also designed to strengthen local capacities by sharing participatory methods that can later be reused and adapted in other community or policy contexts.

## 2.1 About the Toolkit and its Purpose

- This toolkit is designed to support anyone planning and facilitating a Participation Pop-Up Event. It provides practical guidance and participatory methods to help create inclusive, interactive, and engaging events that encourage dialogue on climate policies and democratic participation.

## **3 CREATE YOUR OWN PARTICIPATION POP-UP EVENT**

### 3.1 Defining Objectives of the Event

- This involves clearly articulating the purpose of the event and what you intend to achieve.
- The objectives should be specific, measurable, achievable, relevant, and time-bound (SMART). For example, an objective could be to raise awareness about local community services, to provide practical support, or to encourage participation in a programme.
- Clearly defined objectives guide all other planning decisions, from content to format and resource allocation.

### 3.2 Choosing a Format for the Event

- You will have to decide whether the pop-up event will be hosted as an independent event or as part of a larger gathering.
- A stand-alone event is organised independently, giving full control over timing, activities, and branding, and allows for a focused experience tailored to your objectives.
- An integrated event takes place as part of a larger gathering, such as a festival, conference, or community programme, which can provide access to a broader audience, shared resources, and existing foot traffic.
- Choosing the right format affects planning, promotion, logistics, and the potential reach and impact of the event. Ensure that the format of your event is able to accommodate the participants and is a safe environment for the participation of marginalised groups.

### 3.3 Target Group & Outreach

- Identify who the event is primarily for, including specific populations such as young people, older adults, people with disabilities, or those experiencing social or economic disadvantage.
- Understanding the characteristics, needs, and barriers faced by these groups ensures that the event is accessible, inclusive, and impactful. It also helps in designing activities, choosing appropriate locations, and tailoring communication.
- As a strategy to reach more people you can leverage relationships with organisations, community leaders, or influencers who can extend the event's reach. Other organizations can promote the event, provide resources or expertise, and increase credibility and participation.
- Prior to your event you can also share your event information at the [Democracy International Community website](#).

## **4 EVENT DESIGN AND FACILITATION**

- Event design and facilitation refer to the process of planning, structuring, and guiding an event to ensure it is engaging, inclusive, and effective. Event design involves developing the format, agenda, activities, and materials in alignment with the event's objectives and the needs of participants. Facilitation focuses on how the event is delivered, including guiding discussions, encouraging participation, managing group dynamics, and creating a safe and respectful environment.
- Together, event design and facilitation ensure that all participants are able to contribute meaningfully, that discussions are well-structured and productive, and that the event achieves its intended outcomes.
- Although the Participation Pop-Up event already has a defined purpose and set of objectives, it is still important to ensure that all content and planning elements are aligned with these. As a team, you should establish clear guidelines for the event, including the overall goal and the specific outcomes you aim to achieve. This alignment will help ensure that all activities contribute meaningfully to the success of the event.

## 4.1 Planning the Logistics

It is essential to carefully plan all logistical aspects of the event. These should cover the basics and be adapted depending on whether your event is a standalone initiative or integrated into a larger programme.

### **Date and Time**

- Select a date and time that works for your target participants. Be mindful of potential conflicts such as major national holidays or other significant events that may affect attendance.

### **Venue**

- Ensure the venue is accessible, safe, and appropriately sized for your expected number of participants. It should create a comfortable and inclusive environment for everyone attending.

### **Platform (if applicable)**

- If any part of the event is hosted online (e.g., via Zoom or Teams), ensure that the necessary technology is in place. This is especially important if guest speakers are joining virtually.
  - Confirm stable internet access,
  - Test all digital tools in advance,
  - Ensure QR codes for surveys or materials are working,
  - Prepare backup options (e.g., printed surveys or alternative links).

## 4.2 Budgeting

- Budgeting is a critical part of event planning, as it ensures that your pop-up event remains financially manageable. It is important to avoid both over-budgeting and under-budgeting, as both can negatively affect the quality and delivery of the event.

- During the planning process, it is advisable to request at least three quotations from different service providers. This allows you to compare pricing, assess value for money, and choose the most suitable and affordable option instead of settling for the first provider you find.

Key budget items to consider including:

- Catering (food & beverages): Consider the number of participants, dietary needs, and the type of event (light snacks vs. full meals).
- Materials (printing, stationery, name tags, etc.): include all participant materials such as programmes, handouts, pens, and registration sheets. Keep in mind to plan as sustainable as possible, avoiding paper and plastic as much as possible.
- Equipment (projector, sound system): Check whether the venue provides these or if you need to hire externally.
- Speaker costs or appreciation gifts: Even if speakers are volunteering, it is good practice to provide a token of appreciation.
- Transport, accomodation & contingency fund: Allocate funds for transport logistics and always set aside a small contingency budget for unexpected costs, contingency being approximately 10% of the overall budget.

#### 4.3 On-the-Day Coordination

- The success of the event largely depends on how well it is managed on the day. On-the-day coordination requires strong organisation, teamwork, and the ability to respond to unexpected situations. Arriving early is essential to allow enough time for setup and to ensure that all logistics, materials, and equipment are in place before participants arrive.
- It is important to brief the team before the event begins so that everyone is clear on their roles and responsibilities. Testing equipment such as sound systems, projectors, and internet connectivity helps prevent technical disruptions. As participants arrive, they should be welcomed warmly to create a positive and inclusive atmosphere. While it is important to follow the programme and manage time effectively, flexibility is also key, as adjustments may be needed depending on how the event unfolds.

#### 4.4 Post-Event Follow-Up

- It is an important step that ensures the impact of the event extends beyond the actual day. It involves reflecting on the event, maintaining relationships with stakeholders, and documenting outcomes for future use. Taking the time to follow up demonstrates professionalism and appreciation.
- This may include sending thank-you messages to participants, speakers, and partners, as well as sharing highlights or outcomes from the event. It is also important for the team to reflect on what worked well and what could be improved in future events. Documenting these lessons, along with attendance records, feedback, and key insights, helps strengthen future planning and contributes to continuous improvement.

#### 4.5 Creating a Safe Environment

- Maintaining psychological safety by establishing an environment where participants feel respected, valued, and able to express themselves without fear of judgement or harm. This involves clear ground rules, confidentiality agreements, non-violent communication, and sensitivity to cultural, social, and personal differences. A safe space encourages openness, trust, and meaningful engagement.
- The Participation Pop-Up events should have a designated Awareness Team. The role of this team or individuals is they are responsible for supporting participants' safety, wellbeing, and inclusion during the event. The Awareness Team will be tasked with monitoring the environment, providing guidance on appropriate behaviour, and intervenes if necessary to address issues, ensuring that everyone feels secure and supported.

#### 4.6 European Union Values

- The values of the European Union are important to be considered in the Participation Pop-Up events because they encourage inclusion, equality, respect, and active citizenship. These events bring together people from different communities, backgrounds, and experiences to share ideas and discuss challenges and solutions collectively



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- By creating a safe and inclusive space for dialogue, the event promotes democratic participation, mutual respect, and equal opportunities for everyone to contribute their perspectives. The EU values also support collaboration across diverse groups, helping participants learn from one another and work towards more sustainable, fair, and community-driven solutions.

#### 4.6 Moderation Techniques

- The methods used by facilitators to guide discussions and ensure that all participants can contribute equally. This may include actively encouraging quieter voices, small group discussions, managing dominant participants, and using visual or physical signals (e.g., heart, giraffe, move-on signs) to communicate non-verbally. Moderation techniques help create respectful dialogue, support understanding, and maintain the flow of the event.

## **5 COMMUNICATIONS**

- Communication and promotion are critical in ensuring that your target audience is aware of the event and motivated to attend. Even a well-planned event can have low attendance if communication is not done effectively. It is important to use communication channels that are most accessible and relevant to your audience, such as WhatsApp, email, or posters.

#### 5.1 Gender Sensitive Communication and Inclusive Language

- Ensure that all messaging, materials, and interactions are respectful, inclusive, and considerate of gender and other social differences. This includes using language that avoids stereotypes, is welcoming to all genders, and can be translated appropriately for diverse audiences. Inclusive communication fosters a safe, accessible, and equitable environment for all participants.

## 5.2 Multilingual Communication

- Communicating in multiple languages to ensure participants with different linguistic backgrounds can understand and engage with the event. This may include spoken interpretation, translated materials, or real-time translation tools to make the event inclusive.

## 5.3 Subtitles and Alternatives Text

- This refers to providing subtitles for audio or video content so that participants with hearing impairments can follow along, and using alternative text descriptions for images to ensure that visually impaired users can access the same information. These practices support inclusivity and comprehension.
- Using colour schemes that are accessible to people with colour vision deficiencies. Avoid relying solely on colour to convey information; use patterns, text labels, or symbols alongside colour cues to ensure clarity and accessibility for all participants.

## 5.4 Communication for Event Promotion (social media)

- Share your event prior on all social media platforms connected to you.
- To support the visibility and reach of your Participation Pop-Up event, you are encouraged to collaborate on promotional activities across community platforms and social media channels.

## 5.5 Brand Visibility

- Please ensure that brand visibility is maintained at all times. This means that all materials and communications related to the pop-up event, whether for advertising, promotion, or use during the event, must clearly display the required logos.

These include:

- All important logos (including funding partners such as the EU)
- Any additional partner or supporting organisation logos (where applicable)
- Consistent branding across all platforms and materials helps strengthen recognition, credibility, and alignment with project partners.



## 6 OFFLINE ACCESSIBILITY



Credits: Democracy International  
Björn Obmann, Campaigning at Gesellschaft für Klima und Demokratie.

- Be proactive. During participant registration online include questions that access specific accessibility requirements before the event. This could include asking about mobility, dietary, sensory, or communication needs when people register, so that as you and your team are organising, can plan accommodations in advance and ensure full participation.

### 6.1 Barrier-Free Venue Checklist

- Ensure that the physical location of the event can be accessed and used by everyone, including people with mobility challenges, sensory impairments, or other needs. This may include ramps, wide doorways, accessible toilets, clear signage, adjustable seating, and well-lit spaces. The goal is to minimise obstacles and create an environment that is welcoming and navigable for all participant.
- Ensure that any equipment, platforms, or services used during the event are clearly explained and easy to use for all participants. For example, demonstrating how to mute/unmute microphones, use chat functions, or operate assistive devices helps participants engage without confusion or frustration.

- Provide designated areas where participants can take a break, reflect, pray, or engage in private activities in a calm, supportive environment. These spaces contribute to emotional, spiritual, and psychological wellbeing and reinforce the inclusivity and respect of the event.

## **7 ENVIRONMENTAL STANDARDS**

- To make your Participation Pop-Up event more sustainable in practice, consider the following actionable approaches.

### 7.1 Catering

- Opt for locally sourced, seasonal, and predominantly plant-based menus, as these have a lower environmental footprint. Work with caterers who use minimal packaging and avoid single-use plastics. Provide water refill stations instead of bottled water, and plan portions carefully to reduce food waste, any surplus can be donated where possible.

### 7.2 Transportation

- Encourage participants to use green travel; using public transport by selecting centrally located, accessible venues and sharing clear directions in advance. Where feasible, organise group transport (e.g., shuttle buses) to reduce individual car use, public transportation (buses and trains) or promote carpooling among participants.

### 7.3 Materials and Paper Use

- Minimise printed materials by using digital tools such as QR codes, online agendas, shared documents and interactive platforms. When printing is necessary, use recycled or FSC-certified paper, print double-sided, and limit printing to essential items only. Avoid overproduction by printing based on confirmed attendance, and consider collecting and reusing materials like name badges or signage for future events.

## 7.4 Waste and Recycling

- Set up clearly labeled recycling and composting stations at the venue and ensure participants understand how to use them. Venues that already have strong waste management systems. Aim for a “leave no trace” approach by reducing waste at the source rather than managing it afterward.

## 7.5 General Practices

- Choose venues that align with sustainability values (energy-efficient, accessible, and socially responsible), and brief all partners and volunteers on sustainability goals. Importantly, communicate these efforts to participants, not just as rules, but as part of the learning experience, so they can adopt and replicate these practices in their own contexts. [Follow this link for more further information on how to make your event more sustainable.](#)

## **8 MONITORING, EVALUATION AND LEARNINGS**

- Monitoring and evaluation are important parts of planning and implementing an event. They help teams ensure that activities are carried out as planned, objectives are met, and lessons are learned for future improvement. Through monitoring and evaluation, teams are able to track progress, assess the overall impact of the event, and identify both strengths and areas for improvement. Collecting feedback from participants also helps create more inclusive, accessible, and effective events in the future.

### 8.1 Monitoring

- Monitoring involves systematically collecting data before and during the event to ensure activities are being implemented as planned. To ensure reliable monitoring of the progress and the event the teams could have checklists outlining everything that needs to be achieved.

## 8.2 Evaluation

- Evaluation refers to assessing the outcomes and impact of the event, measuring what worked well and identifying areas for improvement. It helps determine whether the event achieved its objectives and provides evidence to inform future planning.
- Post-Event Feedback Survey is a structured tool used to gather participants' reflections and experiences after the event. The survey collects data on accessibility, inclusivity, gender equality, safety, and overall satisfaction. Using a standard template ensures consistent and comparable feedback across multiple events.
- You are responsible for guiding participants on how to complete the survey and for translating it into relevant local languages to ensure full understanding and participation.



Credits: Democracy International  
Jakub „Kuba” Gogolewski, Board Member at Mission Possible.

## 8.3 Learnings

Learnings in M&E (monitoring and evaluation) focuses on reflecting on the data collected from monitoring and evaluation and using these insights to inform future planning, adapt strategies, and enhance overall effectiveness.



Credits: Democracy International  
Garance Monnier and Antoine Anderson, Missions Publiques.

- Evaluating and documenting the event helps identify successes, challenges, and areas for improvement, while also supporting the planning and development of future activities. In addition to surveys and feedback forms, it is important to collect insights, ideas, and reflections shared during discussions and participatory activities.
- To ensure diverse perspectives are captured, organisers are encouraged to use methods such as note-taking, group worksheets, flipcharts, or reflection exercises throughout the event. Assigning dedicated note-takers can help document key discussions, recommendations, and outcomes in a structured and reliable way.
- This documentation not only supports evaluation processes, but also helps preserve ideas and experiences that can inform future events, projects, and community engagement activities.

## 9 CHECKLIST FOR YOUR EVENT

- Choose a suitable location
- Confirm date and time
- Check accessibility (transport, visibility, safety)
- Reach out and confirm participation
- Confirm speakers/facilitators
- Clarify roles and responsibilities
- Allocate time slots
- Create a simple budget (income vs expenses)
- Venue costs
- Catering
- Materials & equipment
- Transport
- Track all expenses
- Design promotional materials
- Confirm vendor or supplier
- Consider dietary needs
- Plan serving logistics (time, setup, cleanup)
- Send reminders closer to the date
- Prepare session materials
- Registration sheet or sign-in system
- Arrive early for setup
- Test equipment
- Set up registration desk
- Welcome attendees
- Capture photos/videos
- Thank stakeholders/partners
- Collect feedback
- Review what worked & what did NOT
- Document key learnings
- Write a report
- Plan next step



# CITIZENS FOR CLIMATE



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