

Knowledge Mobilisation Guide

WORKSHEET 12: CREATE COMPELLING CALLS TO ACTION

1. What specific action can the actors you've identified take to end forced and child labour in their country or region?
2. What will make that action feel small and achievable?
3. What kinds of nudges might keep your call to action top of mind, and clear the path for them to take action?
4. What bright spots can you cite that will make the behavior you're asking for feel normative, something "everyone is doing"?
5. How might you apply social, moral and transformational norms?
 - ☐ Social norms work within our perceptions of what others like us are doing
 - ☐ Moral norms work within our perceptions of what people like us see as "the right thing to do."
 - ☐ Transformational norms translate new behaviors as promising steps people like us are likely to take
6. Does your call to action affirm people's positive sense of self?
7. How will you measure whether people are accepting your call to action?