

CLIMATE & “COMICS - SAY IT WITH YOUR OWN WORDS” AND “PICS & SLOGANS”

Climate & “Comics - Say it with your own words” and “Pics & Slogans” is created by WIMEN, Austria, in 2025

WIMEN, in full: Women in Mobility, Energy & Environment Network, is a space for (interdisciplinary) discussions, for networking, exchange of experience and cooperation to raise awareness on gender in environmental issues, including around energy and mobility. It sets out to initiate change processes at the level of consciousness, through strategies of providing role models and multipliers for diversity, making female experts visible, and working together to express collective and perceptible voice.

This method that brings together two workshop guidelines is part of the online trainers hub, which is one of one of the key adult education tools developed in the multi-year collaboration entitled: **“Gender and Climate Justice: Knowledge for Empowerment”, in brief COPGendered**. This project builds up tools, methods and knowledge for learners to upskill themselves (in groups, individually or with a teacher) in the relationships between gender inequality and the climate crisis. This includes providing tools for adult education providers. The project which lasted for three years ended in November 2025.

The associations involved are in this project: WIDE+ (Europe), GenderCC-Women for Climate Justice/LIFE e.V in Germany, WIDE in Austria, GADIP in Sweden, KULU Women and Development in Denmark, Mundubat in Spain and CSCD in Bulgaria.

COPGENDERED PROJECT PARTNERS



Mundubat



Center for Sustainable
Communities Development



Bildung Umwelt
Chancengleichheit

wide Entwicklungspolitisches Netzwerk
für Frauenrechte und feministische Perspektiven



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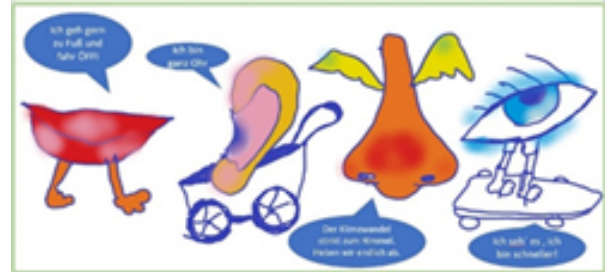
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CLIMATE & "COMICS - SAY IT WITH YOUR OWN WORDS" AND "PICS & SLOGANS"

LEARNING OBJECTIVES

This method presents two workshop formats that stimulate creative expression. The first workshop aims to raise awareness of gender and climate issues by encouraging critical and humorous thinking. The comic-making method supports participants in finding their own humorous way to express emotions and thoughts about serious environmental problems and gender justice. The slogan-development method encourages participants to share positive messages and reflect on new role models and identities.



(fotocredit WIMEN, Susanne Wolf-Eberl, Drago Santek)

SUMMARY

The first method focuses on creating a space in which participants develop a simple comic or drawing that expresses a serious problem in a humorous way—for example, by playfully criticizing harmful habits. Participants first identify issues they would like to address and analyse them together. In the next step, they develop ideas for messages, images, or comic characters. They then discuss their ideas with one another and refine them in order to create a clear and humorous message.

The second method highlights the connection between gender and lifestyles. It enables participants to create slogans that promote new perspectives and ways of thinking. Working in small groups, participants choose a picture related to an environmental or gender issue. Then, working in pairs, they discuss and reflect on the same picture and develop a slogan that conveys a positive message and raises awareness of gender and climate issues.

Time needed: Each method requires approximately four hours. It is recommended to include a break and divide the time into two sessions of two hours each.

Space needed: For the method that involves drawing, tables are required so that all participants have a surface to work on. The method for developing (visual) slogans can be conducted in a seminar room, classroom, leisure area, park, or meadow. Tables and chairs are needed.

Number of participants: Groups of five to seven participants work best. We recommend a ratio of one trainer for every ten participants.

Age: The comic-making method can be adapted for all age groups. The method for creating slogans and pictures is recommended for participants aged nine and above.

Material needed: Paper, pencils, colors, and scissors for creating comics, as well as a collection of pictures for developing (visual) slogans.

Material provided in this guide: Most groups need a few illustrative examples to get started. You will find suitable examples in this facilitation guide. The methods are described in general steps for facilitators (without a detailed time schedule, for example). Facilitators who are not familiar with group work and training methods may need to consult additional training resources on general facilitation methodology.

Citation: www.wimen.at

CLIMATE & COMICS - SAY IT WITH YOUR OWN WORDS

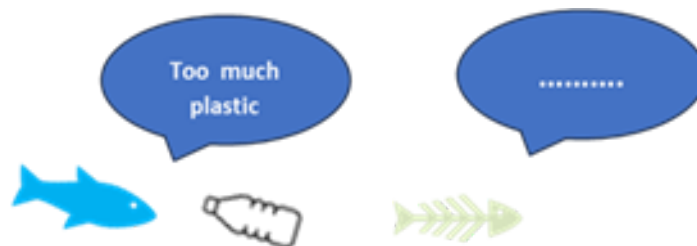
FACILITATION GUIDE DETAILED DESCRIPTION

STEP 1: PREPARATIONS

We recommend starting with an explanation of the method and its objectives. This should help participants to ease into making comics. Emphasize that participants do not need to be skilled at drawing comics to take part in the workshop. The focus is not on artistic ability, but rather on finding creative and humorous ways to illustrate problems and, if possible, suggest solutions.

You can explain that using creative ways to express a problem and/or your feelings about it can be very powerful, especially when humor is involved. Comics, therefore, are an excellent way to raise awareness and explore ideas for addressing a problem. You can stress here that it is important that the comic is clear and easily understood. A comic should evoke emotions. The stronger these emotions are the more effective.

Show the example of the fish and the plastic bottle (see picture) to help participants get started and spark their imagination.



This is also the phase in which you discuss rules for communication and working together in case this is needed. Depending on the background of the participants, how well they know each other, and other factors, you might need to formulate a set of rules for the work together. For example, communication rules that state that they should not insult others or discriminate towards others.

STEP 2: DISCUSS TOPICS

As the facilitator, you can propose topics to work on, or you ask the participants to propose topics that they think are most relevant regarding gender and climate justice. For example, you might suggest talking about increased care-work due to increased health problems or effects of polluted environments on food production or climate change and mental health. It is advised to have such discussions in relatively small groups that allow all participants to actively take part. Once the groups are formed, the topics should be balanced: some should discuss environmental issues, some should focus on gender issues. Let participants choose their preferred topic and their group participants. In this way groups are formed by people with the same interests. Groups should not focus on one topic only; they should address about 2 to 3 topics in each group.

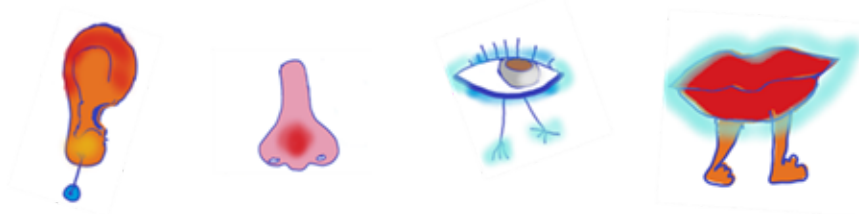
STEP 3: CHOOSE A CHARACTER AND STORY

After the discussion on topics, you plan half an hour for individual work. You give each person the following assignment: "Take some time and think about the story that you want to tell, and the message that you want to pass on. Which character would be a good "character" for this "story/message"?". You can practice this brainstorming through inviting the participants to use for example flowers, an animal or abstract shapes as "the main character of the story". Encourage them to use something that is quite simple to draw (you can use as illustration the examples in this method). They should write down their ideas so that they can present them to others. Tell them that it is best to keep it simple. Some guiding questions for the participants could be:

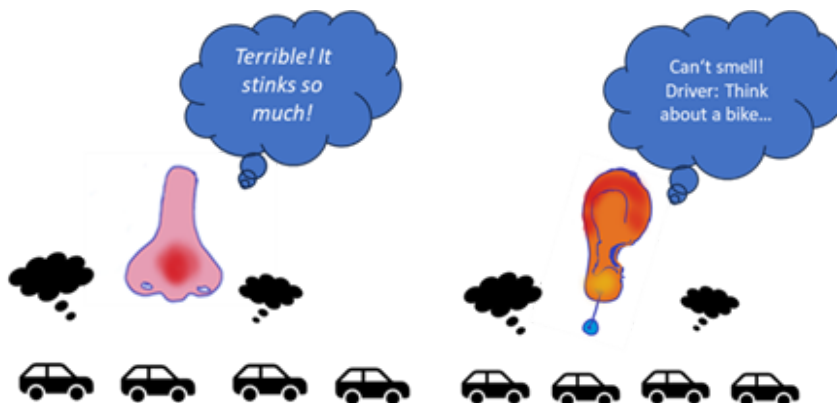
- What happens to the main character?
- What is the message? Think about how to create the message without many words?
- What can colours, shapes, size of figures etc. emphasize?

Example for a comical story

Sensory organs were used as main characters for a comic.



The participants discussed the topic of traffic jams and pollution. This is part of their story:



STEP 4: GROUPS DISCUSSION OF IDEAS

Once the first ideas are on paper, invite the participants to share them with each other. The participants should first explain their intentions to each other before sharing their idea. As final step, the participants can give feedback on whether the intention is clear from the comic or what could be improved.

STEP 5: IMPROVING

Invite participants to use the feedback they receive to improve their comics. They can support one another in this process or, for example, select what they consider the strongest idea within the group and collaboratively develop variations or further refine it.

CONCLUSIONS

Comical storytelling is a powerful method to raise awareness, also for those making the story. It helps to enhance skills and connects emotions with thinking in exploring climate and gender justice. While the idea of making comics is not a very new suggestion, this method showcases the importance of sharing examples. Examples provide inspiration.

You can also offer participants the option of working with existing comics if they do not feel confident developing their own ideas. For example, they might modify the text, create additional messages using existing characters, or adapt the storyline to express their own perspectives.

“CLIMATE, PICS & SLOGANS”

FACILITATION GUIDE

DETAILED DESCRIPTION

STEP 1: PREPARATION BY THE FACILITATOR

In the preparation you focus on collecting pictures that clearly relate to the issues you would like participants to discuss. In this method, we propose focusing on the connections between gender and lifestyles to encourage critical thinking about gender-stereotypical behaviours and their impact on the environment. The aim is to identify alternative, positive behaviours or action and messages that promote new role models and identities.

Once you have collected enough pictures (at least 15 to 20), make several copies so that each small group has the same set of images.

STEP 2: START OF THE WORKSHOP

After welcoming the participants and making introductions, form small groups of about five to seven participants per table. Place one set of pictures on each table and ask participants to select two images—ideally one with a stronger focus on gender and one with a stronger focus on environmental concerns.

Once participants have made their selections, ask them to walk around and find others from other groups who chose the same picture. When they find one another, explain that they now form a new group based on their shared choice.

STEP 3: SMALL GROUP DISCUSSION

Participants who selected the same picture share their thoughts within their new group. You can ask them to reflect on the following questions:

- Why did you choose this picture?
- Which issues do you consider important, and which behaviours are connected to these issues?
- Is there an alternative action you would like to promote?
- What inspiring message or slogan could encourage this alternative action or behaviour?

Encourage participants to discuss possible slogans. The final assignment for the group is to agree on one or more slogans they have come up with. They could also consider whether to use the selected picture together with their slogan or to create an additional illustration that supports their message.

STEP 4: PRESENTATION OF SLOGANS AND PICTURES

The last step is the presentation of the slogans and pictures or illustrations each group came up with, to the whole group. You could discuss if you want to make further use of them. If so, discuss how you would like to use some of the proposals, such as printing on a bag or T-Shirt, or place with a photo on social media.

Optional Step 5, in case you have a small budget: voting for the best suggestion
If you have a small budget for printing material such as on t-shirts or bags, you can announce at the beginning of the workshop that the best idea will get materialised. If you have this option, make sure that all ideas are visualized (such as titles on a flip chart) so that the participants can vote for their favorite idea.

CONCLUSIONS

The method 'Pics & slogans' is a simple but powerful way to "send" messages to others in order to raise awareness towards others. The process of creation builds on knowledge, group discussion, creativity, explanation, and agreement.

Examples below: Designs drafts created by Pupils, 12 to 13 years old. They saw pictures on environmental burden and discussed possible slogans.



1. "Don't forget, everything comes into your food"
2. "Buy, buy ... everything lands on the dunghill"
3. "Clothes to exchange and share"



A slogan with a self-created illustration; the slogan is in German, it means "fit without fuel"