



## The Train Line

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|------------|------------|
| Age group  | 12+        |
| Group size | 9-30       |
| Time       | 90 minutes |

### Overview

The participants play the roles of young people from different towns who want to plan a campaign for a new train line connecting these towns.

### Objectives

- To learn about the different steps necessary to plan a campaign
- To realise that different target groups need different approaches
- To learn to formulate smart objectives

### Materials

- Flipchart paper, markers
- Other materials to make presentations (coloured paper, scissors...)
- Copies of the town descriptions for each group (Appendix II)
- Copies of the map for each group (Appendix III)

### Preparation

- Copy the map and town descriptions for each group.

### Step-by-step instructions

1. Explain the following:  
All participants will play the roles of young people who live in the same region, but in three different towns: Unitown, Banktown and Oldville. There is a regional council with elected delegates from all three towns. The council takes decisions that concern the whole region. Some delegates have proposed to build a train line between the three towns. All of you really like this idea! Unfortunately lots of council delegates are against it, because they think it's too expensive. You want to make a campaign in favour of the train line in your towns. It is now September, and the decision will be taken in January.
2. Split the group into three smaller groups (or six smaller groups if you have more than 15 people in total). Each group represents one town. Hand them out their town description and the map.
3. Explain that they now have time to plan a campaign appropriate for their town, but that they have to follow some specific steps. Remind them of their aim: The regional council should vote in favour of the train line in January. They need to convince people from their town. Write the first three questions on a flipchart. They should answer them in writing.
4. After 20 minutes, all groups meet at a 'regional planning meeting' for all 'pro train campaigners' in the region. All groups should present their answers to the other campaign groups. They can ask questions and give feedback to different ideas to strengthen all the campaign plans (ca 20 minutes).
5. Give them question four. Again they should take sufficient time to answer the parts of the question. They should prepare a creative presentation to present their plan to the other groups (this can be a creative poster, a theatre play or another creative format).
6. The groups present their campaigns.

### Debriefing

- Are you satisfied with your ideas? Do you think you could be successful in your campaign?
- What was the most difficult step to decide on?
- What will be the most difficult step in the realisation of your plans?



## Appendix I: Questions

1. Your aim is that the train line will be built. Why do you find this important?
2. Who do you want to influence in your town to help you reach your aim? Why these people?
3. What do you want them to do to help you reach your aim? (these things need to be SMART – specific, measurable, achievable, realistic and time-bound).
4. How will you influence the target group?
  - What are your most important arguments to convince them?
  - What actions will you take so that they listen to your arguments?
  - Draw the timeline of your actions – when do you want to do what?

## Appendix II: Town descriptions

### Unitown:

Unitown is a university city with a population of around 70,000 inhabitants. 30,000 of them are students or work in the university and most of them were not born in Unitown, but moved there because of their studies or work. Unitown has a beautiful city centre with old buildings and many little boutiques. It doesn't have a big shopping centre. The city has some pubs, a theatre and two cinemas.

### Banktown:

With 150,000 inhabitants Banktown is the biggest of the three cities. It is well connected to the rest of the country by a highway and a train station where long-distance trains stop. As the name says, Banktown has several big banks and other big companies. The average income per person is relatively high, but there are big financial differences between the inhabitants. Banktown has an opera and several small theatres and cinemas. There are lots of bars, discotheques and restaurants and two bigger shopping centres.

### Oldville:

Oldville is a small town of around 40,000 inhabitants. There are not very many employment possibilities in Oldville. The unemployment rate is quite high, and many old people live in the town. Younger people either move away when they find employment, or they commute every day to Banktown or Unitown to work there. Oldville has a small town centre with basic shopping possibilities. There are some cafes and restaurants. Oldville has a beautiful park with a big lake where people like to spend their time. The new train station is planned to be built centrally next to the park.

## Appendix III: Map

