



Young Activist Network



Kickstarting Campaigning

- Start to look at some vital ingredients to help you as activists to plan your own campaigns
- Power mapping
- Put into practice what you have learned and start to make a plan of a small campaign you would like to run
- Case studies - Manchester Rent Strikes, Rhodes Must Fall

The Whos and Whats

- **WHAT** issues are you wanting to change?
- **WHAT** are your goals/aims?
- **Who** is affected by the issue
- **Who** is preventing change?
- **Who** are your target audience you want to engage with?
- **Who** holds the power for change?

Power Mapping

- Identify and categorize key stakeholders
- Connect the dots - establish connections between different groups and the nature of it
- Why is this useful to us as organisers?



Case Study

The city that you live in has experienced a disproportionate and unaffordable increase in the cost of renting housing. People who have built their whole life in this once accessible and diverse city are being priced out. This city has a strong tradition of housing rights groups, squats and good-quality council housing that has been destroyed primarily since the sale of large amounts of council stock since 2000, stock which is now owned by a handful of large corporations.

You are a renter in a building once owned by the municipal council, facing worse living conditions and higher rents year-on-year. There is the opportunity to pressure local government institutions through lobbying politicians, as well as collecting signatures for a referendum. What do you do?

Case Study

- Who has power in the housing market, or in the regulation of it?
- What alternatives have been used in the past to ensure affordable urban housing?
- Who is affected by this monopolised housing market?
- What are you trying to achieve in the housing sector?
- How do you keep morale high in this campaign?
- Are there any organisations which would ally themselves with your campaign? Are there any organisations that you could join or found that would be suitable to this form of organising?

Expropriate Deutsche Wohnen & Co

Expropriate Deutsche Wohnen & Co is a campaign that began in 2018 in Berlin, Germany's capital. Berlin is a city that spent half of the 20th century divided between East and West, with a large amount of social housing in the East, as well as a large amount of squats occupied by young people in the West.



Since 2000, this social housing has largely been sold off, with most being bought up by large corporations. These corporate housing landlords have become notorious for poor conditions, high rents, and are seen by many Berliners as representative of the encroaching gentrification of their city.



Expropriate Deutsche Wohnen & Co

On the 26th September 2021, a referendum was held in Berlin in which 56% of voters supported the expropriation of the housing held by corporate landlords, those defined as owning more than 3,000 units in the city. This would entail a transfer of nearly 250,000 Berlin apartments into public ownership.



While this vote is not legally binding, it will increase the already significant pressure on Sozialdemokratische Partei Deutschlands, Die Linke and Die Grünen politicians to take the housing crisis in Germany's capital seriously.

Expropriate Deutsche Wohnen & Co

Bibliography

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