FSIs and University Groups Awareness Concept Long Version English

Introduction

As student initiatives (FSIn) and university groups, you actively contribute to a vibrant, self-organized student culture at FU. In such an environment, it is essential to ensure that all students feel as safe and valued as possible while having opportunities to actively participate. The implementation of a comprehensive awareness concept serves this purpose and lays the foundation for a culture of mindfulness, respect, and inclusion.

Awareness, meaning "consciousness" or "mindfulness," in this context refers to raising awareness and actively combating discrimination, exclusion, inappropriate behavior, and conflicts within university groups. This concept aims to sharpen awareness of the diverse perspectives and experiences of students and create an environment that is as safe and welcoming as possible (referred to as "safer spaces," acknowledging that guaranteeing actual "safe spaces" is utopian).

At its core, awareness involves developing a deep understanding of the diverse backgrounds, identities, and needs of group members and establishing structures that actively counteract discrimination. Since university groups are spaces for exchange and interaction, a sustainable awareness concept significantly contributes to the positive development of group dynamics. Through clear behavioral guidelines, preventive measures, and targeted conflict intervention, the concept is not only preventive but also serves as a support system for problematic situations.

It is crucial to note that this concept provided by the awareness office is intended as a foundational guide for building your own awareness structure. Simply copying this template is insufficient; it is essential to collaboratively decide what to adopt, prioritize, or adapt based on your specific structure and needs, as awareness is an ongoing, collective process rather than a one-time initiative.

1. Objectives of the Awareness Concept

The awareness concept has four primary objectives:

1. **Promoting an inclusive and discrimination-free university group**
   Every individual, regardless of origin, gender, sexual orientation, beliefs, physical or mental abilities, social background, or other characteristics, should feel respected and welcome in the spaces and events organized by university groups.

2. **Creating a safe and supportive environment**
   The concept aims to establish an environment where members and guests feel secure and supported. Through training and clear contact structures, preventive and immediate support mechanisms are made available. Everyone should trust that problematic behavior or critical situations will be met with clear, fair, and transparent structures.

3. **Encouraging respectful communication and mindful culture**
   Respectful communication and a mindful culture are fundamental to good interactions. The awareness concept emphasizes enhancing members' communication skills and fostering a culture where conflicts can be openly and constructively addressed. This contributes to a climate of mutual respect, tolerance, and solidarity.

4. **Providing resources and support for conflict situations**
   The concept establishes awareness structures as a point of contact for questions, concerns, or issues related to awareness. These teams should be trained to handle sensitive topics and provide initial support. Clear and reliable strategies will also be developed for mediating conflicts or addressing inappropriate behavior.

Why an Awareness Concept?

An awareness concept is more than a set of rules—it represents an attitude. University groups at FU are spaces for exchange, discussion, and engagement, often bringing together diverse opinions and personalities. While diversity is enriching, it can also lead to misunderstandings and conflicts that require deliberate management and clear behavioral guidelines.

The awareness concept aims to foster an environment that maximizes the benefits of diversity while minimizing risks. Today's students are tomorrow's leaders, educators, and decision-makers. It is in the interest of universities and society that they learn to handle diversity respectfully and productively during their studies. A robust awareness concept equips students to recognize and address discrimination, resolve conflicts constructively, and cultivate mindfulness—skills valuable both at university and in future professional life.

2. Principles and Values

Sustainable and respectful awareness cultures within university groups and initiatives require clear principles and shared values. These values form the foundation for collaboration and create a positive atmosphere where everyone feels as safe and valued as possible. These principles also serve as a guide for decisions, behavioral guidelines, and interventions within awareness structures.

The four core values embedded in the awareness concept are: **Inclusivity and Diversity, Respect and Mindfulness, Community and Responsibility**. Each value promotes an environment that is as fair, open, and supportive as possible.

1. Inclusivity and Diversity

Inclusivity ensures everyone feels welcome and no one is disadvantaged based on origin, gender, sexual orientation, abilities, religion, social background, or other personal attributes. Diversity is seen as a strength and an asset that enriches university groups.

Creating an inclusive and diverse environment requires conscious action and a clear stance against all forms of discrimination. Members must actively counter exclusion and advocate for others' needs and perspectives. Diversity fosters mutual respect and allows for creative and varied ideas and solutions.

Implementation: Inclusivity and diversity can be promoted through open communication and awareness of potential biases and discrimination, supported by regular training and reflection. Inclusive and respectful language also plays a vital role.

2. Respect and Mindfulness

Respect entails treating everyone, regardless of rank or position, with appreciation and acknowledgment. Respectful communication and mindful interaction foster trust and openness. This includes active listening and sensitivity to others' needs.

Mindfulness involves consciously perceiving oneself and others and responding sensitively to interpersonal dynamics. It helps avoid subtle boundary violations and ensures awareness of nonverbal communication and others' well-being.

Implementation: Respect and mindfulness can be encouraged through clear communication rules and regular feedback. Starting meetings with reflections on interaction norms and maintaining an open feedback culture can help address misunderstandings early.

3. Community and Solidarity

A strong sense of community and solidarity is central to collaboration and interaction. University groups are places where students can engage actively, organize politically, and implement their ideas. Mutual support and solidarity reinforce this shared experience.

Community implies shared responsibility for the group. Members are called to address strengths and challenges collectively and to be attentive to each other's needs. This fosters a positive group identity and builds trust.

Implementation: Community and solidarity can be strengthened through joint events, team activities, and regular meetings. Team-building exercises or group outings provide opportunities to build trust and mutual understanding.

4. Collective Responsibility and Engagement

Collective responsibility means every member contributes to the awareness culture. This includes reflecting on biases and behaviors and committing to ongoing personal growth. Engagement with awareness principles requires everyone to actively live out its values.

Responsibility also means that awareness teams are prepared to step in during critical situations. Even members without specific awareness roles should act consciously and reflectively.

Implementation: Individual responsibility is supported by training and workshops that help members understand and apply awareness principles. An awareness code of conduct offers clear guidance for members to reflect on how they contribute to the culture.

3. Structure of Awareness Work

To successfully implement the awareness concept, a clear organizational structure is required, enabling all participants to understand their roles and act effectively. This structure ensures that awareness efforts are integrated into the daily activities of student groups, both preventively and reactively. The aim is to provide a contact point for all awareness-related questions and issues through designated contact persons and flexible teams. This fosters a continuous culture of mindfulness where all participants receive the support they need.

1. Forming Awareness Teams

The foundation of awareness work within student groups and faculty initiatives can take the form of specific teams of dedicated awareness officers who act as fixed contact points for all members. These teams consist of trained volunteers who play a key role in implementing awareness guidelines and overseeing events and daily group activities. They are responsible for regularly bringing awareness topics into group work and being approachable for any questions or concerns. However, this only works within the framework of collective responsibility. Not being part of the "official awareness structure" does not mean one is exempt from accountability.

Each awareness team should undergo regular training and workshops to stay updated on sensitivity and prevention topics. These teams should be designed as flexible and dynamic structures, allowing new members to join and contribute regularly. This ensures a long-term anchoring of the awareness culture and guarantees the availability of a sufficient number of trained awareness officers.

2. Contact Persons and Trusted Points

A central component of the awareness concept is a clear structure of contact persons and trusted points. These individuals are approachable by group

members and guests seeking support or advice on awareness topics. Awareness officers act as the first point of contact for concerns such as conflicts, experiences of discrimination, or inappropriate behavior, ensuring that these issues are handled confidentially and competently.

To create a trustworthy atmosphere, it is important that awareness officers are highly visible and easily accessible. It should be clearly communicated who these officers are and how they can be reached—whether through personal approach, email, or other communication channels. Trusted points can also be promoted through targeted public relations efforts, such as flyers, posters, or social media posts.

3. Awareness Training and Continuing Education

A key aspect of awareness work involves regular training sessions to prepare all members to address awareness issues. These sessions aim to raise awareness of discrimination, microaggressions, biases, and other relevant topics. Sensitization measures on themes such as interculturality, LGBTQIA+ inclusion, anti-racism, and sexism prevention should also be included.

In addition to general training, specific advanced workshops should be offered for awareness teams and officers. These could focus on topics like mediation and conflict management, enabling officers to act confidently and competently in challenging situations. External trainers or experts in these fields can lead the training, providing teams with in-depth knowledge and practical skills.

4. Developing and Establishing a Code of Conduct

A clear and easily understandable code of conduct is an important tool to support awareness work and set expectations for the behavior of all members. This code serves as a guideline for respectful communication, conflict resolution, and avoiding discriminatory or inappropriate behavior.

The code of conduct should be developed collaboratively with all members of the student groups to ensure acceptance and realistic implementation. A participatory development process also fosters greater awareness and a sense of responsibility among members. The finalized code could be distributed as a brochure or PDF to all group members and published on the student groups' online platforms.

5. Regular Awareness Meetings

Regular awareness meetings offer student group members an opportunity to exchange ideas, share experiences, and provide feedback on awareness work. These meetings can serve as an open forum to discuss topics such as inclusion, respect, and communication, as well as collaboratively develop new awareness measures.

These meetings should be open to all members and held in a relaxed and trusting environment. It is advisable for awareness officers to moderate these gatherings and ensure a respectful discussion culture. This allows concerns and ideas to be addressed directly, and potential challenges can be identified and tackled early on.

6. Documentation and Communication

Transparent and continuous documentation of awareness work helps evaluate successes and challenges, adapting the concept when necessary. Effective awareness work requires structured recording of incidents, feedback, and measures. Documentation should strictly maintain confidentiality and data protection to safeguard the privacy of all involved.

In addition to internal documentation, transparent communication of awareness activities to the outside is important. This ensures that all members and interested parties are regularly informed about new developments, planned training, and other initiatives. Communication channels such as social media, newsletters, and notices can be used to continuously convey the awareness concept to members and guests, thereby increasing visibility and strengthening awareness.

7. Rotating Roles and Opportunities for Involvement

To ensure long-term sustainability of awareness work, it is advisable to involve different members of the group in these efforts on a rotating basis. By adopting a rotation system, members can temporarily take on responsibilities as awareness officers, fostering a respectful and inclusive campus culture.

This rotation principle allows more members to establish a personal connection to awareness work, introducing diverse perspectives and ideas into the process.

Distributing responsibilities also promotes awareness topics throughout the group and ensures the longevity of the awareness culture.

Optional: Voluntary Awareness Shifts as an Alternative to a Fixed Awareness Team

In addition to a fixed awareness team, student groups might consider introducing a **system of voluntary awareness shifts** (particularly for events). These shifts allow interested students to engage in awareness work for specific events or time periods without committing to a permanent role. This approach provides an opportunity for individuals with limited availability to actively contribute to the awareness culture.

Advantages of a Shift System: A voluntary shift system offers flexibility and lowers the entry barriers for students wanting to participate occasionally. It enables broader engagement in fostering respect and inclusivity and serves as an entry point for new members to gain experience in awareness work.

Implementation of Awareness Shifts: A rotating shift plan could be organized through an online document or app, where members can sign up. It is crucial that all participants in awareness shifts receive basic training and access to clear guidelines and contacts to ensure they are well-prepared and supported.

Support from the Awareness Team: A fixed awareness team could still play a supervisory role, providing training, coordination, and conflict resolution. Team members could oversee the voluntary shifts, offer training, and ensure all participants are equipped with the necessary resources and knowledge.

By combining fixed teams with voluntary shift opportunities, student groups can foster an inclusive and flexible awareness culture that accommodates varying levels of participation and commitment.

4. Awareness Rules and Code of Conduct

Measures and Prevention Strategies

A successful awareness concept includes both preventive measures that promote a respectful and inclusive environment and concrete strategies for addressing conflicts or discrimination. Prevention strategies help identify and avoid potential

problems early, while intervention measures ensure that incidents are handled quickly and sensitively. The goal is to create a culture of trust and openness where all members are encouraged to align with shared core values.

1. Preventive Measures for Awareness

To foster awareness of discrimination-free and mindful behavior, it is important to conduct regular preventive awareness measures. These activities aim to sensitize members to potential forms of discrimination, microaggressions, prejudices, and power structures, creating a common foundation for respectful interaction.

Examples of Preventive Awareness Measures:

- **Workshops and Training:** Regular workshops on topics such as anti-discrimination, intersectionality, gender equality, and mindfulness in interpersonal interactions provide knowledge and raise awareness of current societal issues. These trainings can be conducted by external experts or specially trained awareness officers.

- **Awareness of Personal Privileges:** Reflection exercises, where members consider their own privileges and perspectives, can lead to better understanding and greater empathy in interactions with others.

- **Campaigns and Informational Materials:** Awareness campaigns, such as posters, flyers, or social media posts, keep the topic consistently visible. Informational materials can briefly and concisely explain discrimination, respectful interactions, and conflict avoidance.

2. Guidelines for Respectful Communication

Clear guidelines for respectful communication help reduce misunderstandings and conflicts, fostering an environment of openness and mindfulness. These communication guidelines can be formalized in a code of conduct and serve as the foundation for all interactions within the university groups.

The communication guidelines should include the following aspects:

- **Active Listening:** Promoting active listening to ensure everyone is heard fairly and attentively.

- **Constructive Criticism:** Establishing a culture where feedback and criticism are expressed constructively and respectfully.

- **Avoidance of Discriminatory Language:** Raising awareness for deliberate and inclusive language that avoids discrimination or exclusion.

- **Conflict Prevention through Clarity:** Clear communication and transparent expectations to prevent misunderstandings and resolve tensions early.

3. Intervention Strategies for Conflict Cases

A crucial component of awareness work is the preparation and provision of intervention strategies for conflict or discrimination situations. These measures ensure that conflicts and problematic situations are handled responsibly and sensitively.

Steps for Intervention Measures:

1. **First Contact and Support:** In a conflict case, an awareness officer serves as the first point of contact, handling the issue confidentially and respectfully. The affected person can trust that their perspective is taken seriously and that no further steps will be taken without their consent.

2. **Mediation and Conflict Talks:** Awareness officers or external mediators can take on a mediating role, offering discussions to support actionable resolutions.

3. **Action Plan for Serious Incidents:** For severe cases such as discrimination or harassment, a structured action plan should be developed. This may include protective measures for the affected individuals, temporary exclusion from events, or other sanctions consistent with the university group's principles.

4. Follow-Up and Evaluation of Incidents

Follow-up on conflicts and awareness incidents is crucial for strengthening trust in the awareness work and continuously improving the measures. An evaluation allows participants to provide feedback and ensures that lessons are learned from the events.

Example Steps for Follow-Up:

- **Anonymous Feedback Options:** An anonymous feedback platform enables members to share their experiences with awareness work without revealing their identity. This allows for feedback collection and continuous improvement of the work.

- **Long-Term Adjustments to Awareness Strategies:** Awareness teams should regularly review the collected experiences and feedback to adapt awareness strategies and measures if necessary. A flexible and adaptable awareness concept ensures it meets current challenges and needs.

5. Collaboration with External Counseling Services and Networks

A strong awareness concept can be enhanced through cooperation and networks outside the university group. External counseling services and networks provide valuable expertise and support and can act as an additional resource in particularly challenging cases.

Collaboration Opportunities:

- **External Counseling Services for Conflict Cases:** Cross-university counseling centers and specialized organizations, such as anti-discrimination offices, offer valuable support in difficult cases and provide confidential advice.

→ On the AStA website, we have created an initial overview of some anti-discrimination offices in Berlin for you. This list is, of course, not exhaustive.

- **Networks and Exchange with Other University Groups:** Regular exchange with awareness teams from other university groups enables sharing best practices and learning from each other. Joint events and workshops can raise awareness of awareness topics across universities.

6. Prevention through Regular Awareness Events and Workshops

To keep awareness topics consistently in members' minds, regular awareness events and workshops are a central component. These events create space for exchange, education, and awareness while fostering a sense of community.

Examples of Awareness Events and Workshops:

- **Awareness Days and Weeks:** Themed awareness days or weeks could be used to address specific topics more intensively and increase visibility. Topics such as interculturality, mental health, or inclusion could take center stage.

- **Guest Lectures and Panels:** Experts and speakers can be invited for lectures or panels to discuss current issues and challenges in awareness work,

providing new perspectives. You can apply for funding for speaker fees through AStA.

- **Peer-to-Peer Exchange and Moderated Group Discussions:** Informal exchanges in small groups, where participants share their experiences and jointly develop solutions, foster mutual understanding and trust.

5. Prevention Measures

Prevention measures are the core of an awareness concept. They are crucial to preventing conflicts and promoting a respectful, discrimination-free atmosphere within the student organization. Prevention aims to strengthen members' awareness of respectful interactions and establish a positive group climate through continuous engagement with topics such as inclusion, anti-discrimination, and mindful communication. Key prevention measures include regular awareness workshops, a binding awareness guide, anonymous feedback options, and regular reflection meetings.

1. Regular Awareness Workshops

Awareness workshops are a central preventive measure to raise group members' awareness and encourage respectful behavior. These workshops provide space to address sensitive topics and develop a deeper understanding of the diverse life realities and needs of group members. They should be held each semester or regularly and be open to all members.

Example topics for awareness workshops:

- **Discrimination and Microaggressions**: A workshop on forms of unconscious discrimination and microaggressions, demonstrating how to recognize and avoid discriminatory behavior early.

- **Respectful Communication and Gender-Sensitive Language**: Training sessions promoting non-discriminatory and inclusive language, showing how respectful communication can prevent conflicts and misunderstandings.

- **Conflict Management**: Strategies for de-escalating behavior and constructive conflict resolution help identify and resolve tensions within the team early.

These workshops can be conducted by external experts or awareness representatives and should be an integral part of the semester program.

2. Developing an Awareness Guide

An awareness guide serves as an orientation tool for all members, providing a written summary of the group's values and behavioral standards. The guide should be clear, easily accessible, and comprehensible so that every member can refer to it when joining or as needed.

Contents of the awareness guide:

- **Code of Conduct**: Basic rules for respectful behavior, avoiding discriminatory language, and clear communication.

- **Dealing with Conflicts**: Advice on addressing conflicts respectfully and the proper procedure for reporting and handling complaints.

- **Contacting Awareness Representatives**: Information on how members can reach out to awareness representatives and their role in the group.

Providing this guide creates a transparent and consistent foundation that all group members can follow.

3. Anonymous Feedback Options

An anonymous feedback system is another important preventive measure to continuously adapt the awareness work to the group's needs. This platform allows members to openly share their experiences, concerns, or suggestions without revealing their identity. It can help members feel safe expressing even sensitive or critical feedback.

Implementation options:

- An **anonymous online form** can be set up where members provide feedback on topics like communication, interactions, and possible incidents.

- **Feedback boxes** at event locations offer a low-threshold way to submit written feedback or suggestions.

Through this feedback, awareness representatives can gather valuable information to improve their work and implement targeted measures for prevention and awareness.

4. Regular Reflection Meetings

Reflection meetings provide space for open discussions about the group's climate and interactions. These meetings offer an opportunity to share positive developments, identify tensions or issues, and discuss them constructively. They provide a low-threshold format for addressing awareness topics and involving all group members in further developing the awareness concept.

Approach for reflection meetings:

- **Open Discussion Round**: Meetings can be conducted as open discussions where all members are invited to share their impressions and reflect on the group climate.

- **Moderated Discussions**: Awareness representatives or trained individuals can moderate the meetings to ensure everyone has a chance to speak and discussions remain respectful.

- **Evaluation of Prevention Measures**: Reflection meetings can collect feedback on the effectiveness of workshops and the guide, incorporating this into the planning of future measures.

Regular reflection meetings make awareness work dynamic and adaptable, addressing members' changing needs.

6. Intervention and Follow-Up

Intervention and follow-up are critical components of a successful awareness concept. They ensure that incidents of discrimination, harassment, or other problematic behaviors are not only addressed but also handled appropriately, sensitively, and constructively. This includes both immediate de-escalation measures and long-term processes to support affected individuals and prevent future incidents.

1. Immediate Intervention in Incidents

When discriminatory behavior or conflicts occur within a student organization, it is important to act quickly and confidently. Immediate intervention can help de-escalate the situation, protect affected individuals, and prevent further escalation. All members must know how to respond in the event of an incident.

Steps for Immediate Intervention:

- **Assign Contact Persons**: Clear contact persons for such incidents, such as awareness representatives or a designated trusted individual, should always be available. These individuals must possess the knowledge and experience necessary to respond appropriately.

- **De-escalation On-Site**: In the event of an incident, de-escalating communication should be employed to calm the situation. If needed, external mediators can be brought in to resolve the conflict.

- **Quick and Clear Communication**: All parties involved must be informed that the incident is taken seriously. Open communication to clarify the incident is crucial to avoid misunderstandings and ensure transparency.

2. Supporting Affected Individuals

Those affected by discrimination or conflict must be provided with comprehensive support during follow-up care. Confidential and respectful support is central to helping individuals process their experiences.

Support Options:

- **Confidential Conversations**: Affected individuals should have the opportunity to share and process their experiences in a protected environment with a confidential contact person.

- **External Support**: If needed, referrals to external counseling services, such as anti-discrimination centers, should be made.

- **Process Guidance**: If the incident needs to be pursued further, affected individuals should not be left alone. They should be informed about the next steps and supported in communicating with other relevant parties.

3. Consequences for Discriminatory Behavior

In addition to supporting affected individuals, it is essential to take a clear stance against discriminatory behavior. Consequences for such actions must be transparent and comprehensible, aiming to protect the group from future incidents and establish a culture of accountability.

Possible Consequences:

- **Conversations with Perpetrators**: Directly addressing the individual responsible for discriminatory behavior is necessary to highlight the issue and explain why the behavior is unacceptable.

- **Warnings or Exclusion**: Depending on the severity of the incident, formal warnings or, in extreme cases, exclusion from the group may be warranted. This should be done carefully, in consultation with affected individuals and in line with group policies.

- **Mandatory Training**: In some cases, it may be beneficial to require the individual to participate in additional training or workshops on inclusion and respectful behavior to enhance awareness.

4. Follow-Up and Reflection on Incidents

After immediate intervention, the incident must be reviewed and reflected upon. This phase is essential to ensure that the incident is addressed for both the individual and the group. The goal is to learn from each incident and continuously improve awareness work.

Elements of Follow-Up:

- **Team Reflection**: The awareness team should conduct a reflection session to assess how the incident was handled, what measures worked well, and where improvements are needed. This is also an opportunity to document and evaluate the response to prevent similar incidents in the future.

- **Feedback from Affected Individuals**: Affected individuals should have the opportunity to provide feedback on how the incident and its aftermath were handled.

- **Adjusting the Awareness Concept**: Any identified weaknesses in the concept should be addressed promptly. This might include revising training sessions, introducing new measures, or improving communication channels.

5. Preventive Measures After Incidents

Every incident offers an opportunity to develop the concept further and prevent future occurrences. After an incident, it should be reviewed whether additional preventive measures are necessary.

Prevention After Incidents:

- **Increased Awareness**: Targeted workshops or events addressing the incident can help raise awareness and prevent similar issues in the future.

- **Review and Strengthening of the Code of Conduct**: If needed, the code of conduct or group policies should be revised to clarify which behaviors are unacceptable.

7. Evaluation and Adjustment

Continuous evaluation and regular adjustment of the awareness concept are essential to ensure its effectiveness and alignment with the needs of student groups. Evaluation not only measures the success of implemented measures but also identifies areas for improvement and ensures that the concept remains relevant and effective in the long term.

1. Objectives of the Evaluation

The evaluation aims to achieve the following goals:

- **Effectiveness Review**: How well do the awareness measures work in practice? Are the set goals, such as promoting a respectful and inclusive environment, being achieved?

- **Identifying Weaknesses**: Are there areas of the concept that need improvement to better address the needs of the members?

- **Adapting to Changing Conditions**: Student groups are dynamic, and the challenges and needs regarding discrimination and conflict may evolve. Evaluation ensures the concept remains flexible and responsive to new developments.

2. Evaluation Methods

Various methods can be employed to evaluate the effectiveness of the awareness concept. For student groups, qualitative approaches are particularly suitable due to their group sizes and collaborative nature.

- **Interviews and Discussions**: Individual or group discussions with group members can provide direct feedback on the implementation of the concept.

Feedback from those actively implementing or affected by the measures is especially valuable.

- **Reflection Meetings and Focus Groups**: Regular reflection meetings or focus groups allow members to share their experiences and perceptions of the awareness measures. These discussions offer deep insights into the group atmosphere and the perceived effectiveness of the measures.

- **Anonymous Surveys**: Anonymous surveys enable members to provide unbiased feedback. This is particularly important for sensitive topics like discrimination, where individuals need to feel secure when sharing their opinions and experiences.

3. Member Participation in the Evaluation

Member participation in the evaluation process is crucial since they are the primary stakeholders. Their perspectives form the foundation for improving the concept. Comprehensive participation can be achieved through various means:

- **Establishing a Feedback Culture**: An open feedback culture should be encouraged throughout the awareness process. Members should be regularly invited to share their experiences and impressions of both the measures and the overall group dynamics.

- **Transparent Communication**: Members should be informed about how their feedback influences the evaluation and future adjustments to the concept. This fosters trust and motivates active participation.

4. Adjusting the Concept Based on Evaluation

The evaluation results should be actively incorporated into the adjustment of the awareness concept. Flexibility is essential for responding to new challenges or changing conditions. Adjustments may include the following:

Adjusting Measures:

- If certain measures, such as workshops, are not well-received or effective, new formats or content can be developed. The frequency and target audience of workshops should also be regularly reviewed and adjusted.

- **Expanding the Scope**: It may be necessary to address new topics that become relevant within the group, such as emerging forms of discrimination or societal developments. Regular training sessions or special events can keep the awareness concept up-to-date.

Reassigning Responsibilities:

- Evaluation results may indicate a need to reorganize tasks and responsibilities within the awareness team to improve efficiency or expand the team.

- If certain members are better suited to addressing specific needs, they should be more actively involved in the processes.

Strengthening Preventive Measures:

- If the evaluation reveals a need for more preventive measures, additional strategies, such as increased communication or specific prevention campaigns, can be implemented.

5. Ensuring Long-Term Effectiveness

Evaluation should be seen as a continuous process rather than a one-time effort. Regular review and adjustment are necessary for the awareness concept to remain effective in the long term. The university or group should establish a system that enables ongoing reflection.

Long-Term Implementation:

- **Continuous Training**: Regular training for all members, especially those in the awareness team, ensures the long-term quality of the measures.

6. Incident and Conflict Evaluation

In addition to evaluating the overall concept, specific evaluations of incidents and conflicts should be conducted. It is crucial to review and analyze each situation to learn from it and take preventive action. This includes reflecting on the causes and handling of each instance of discrimination or conflict.

8. Communication Plan

A well-structured communication plan is crucial for the successful implementation and acceptance of the awareness concept. Communication connects the different stakeholders, ensures that relevant information is accessible, informs members of their responsibilities, and facilitates ongoing dialogue. The communication plan includes strategic information dissemination, feedback collection, and raising awareness among group members.

1. Communication Goals

The main goals of communication within the awareness concept are:

- **Raising Awareness and Education**: All members should be informed about issues like discrimination, respect, and inclusion to foster a growing understanding of respectful behavior and prevention measures.

- **Transparency and Accessibility**: Members must clearly understand how the awareness concept works, its measures, and how they can actively participate. Responsibilities should also be transparently communicated.

- **Promoting Continuous Dialogue**: Communication should create an open dialogue within the group, allowing members to share their concerns and feedback to improve the concept.

- **Strengthening Cohesion**: Communication should strengthen trust and solidarity within the group by emphasizing respect and shared responsibility.

2. Communication Channels

A variety of channels should be used to ensure comprehensive and inclusive communication. Each channel has specific advantages and can target different segments of the group.

- **Social Media**: Platforms like Instagram offer a quick and direct way to disseminate information and reach a wide audience. These channels are ideal for awareness campaigns and promoting events.

- **Info Sessions**: Regular events, such as information booths or introductory sessions, provide opportunities to present the awareness concept, answer questions, and initiate discussions.

- **Workshops and Training**: Workshops are essential for internal communication, providing education and engaging members in discussions. Personal experiences can also be shared, and questions or concerns can be addressed.

3. Strategies for Specific Target Groups

To ensure all members of student groups are reached, communication should be tailored to different audiences based on their unique needs and requirements.

New Members:

- **Orientation Sessions and Welcome Packages**: New members should be introduced to the awareness concept during their initial meetings or special informational sessions.

- **Welcome Materials**: A brief guide or brochure summarizing the concept and listing key contacts can help new members understand the group's values and expectations.

Active Members:

- **Regular Team Meetings and Training**: Active members require more frequent and detailed communication since they play a central role in implementing the concept.

- **Interactive Communication**: Regular reflection or planning meetings can provide a platform for feedback and discussing specific issues.

Affected Individuals:

- **Confidential and Sensitive Communication**: In cases of discrimination or conflict, affected individuals must know whom to contact. Communication should be empathetic and safe.

- **Anonymous Feedback Channels**: Online forms or suggestion boxes can enable anonymous feedback, which should be regularly reviewed to respond promptly to incidents.

4. Feedback Mechanisms

Regular feedback from group members is essential for improving the awareness concept. Feedback helps identify weaknesses, address potential problems, and

maintain open dialogue.

Feedback Methods:

- **Regular Surveys**: Anonymous surveys can measure member satisfaction with awareness measures and gather suggestions for improvement.

- **Open Feedback Sessions**: Targeted reflection meetings allow members to share their experiences and suggest improvements in an open dialogue.

- **Incident Follow-Ups**: After conflicts or incidents, feedback is vital to evaluate the adequacy of the response and identify areas for improvement.

9. Consideration for Smaller Groups

For smaller university groups or student council initiatives (FSIn) with a limited number of active members, tailored approaches may be necessary to make the awareness concept realistic and practical. These groups often have fewer resources and structures, making the implementation of a fully established awareness team challenging. Here are additional ideas specifically designed to address the needs of smaller groups:

1. Minimalist Awareness Structures

- **Awareness Contact Person Instead of a Team**:
  Instead of forming a full team, a single, specially trained contact person can be appointed. This individual takes on the core responsibilities for awareness topics without requiring extensive structures.

- **Rotation Principle**:
  Awareness responsibilities can be shared within the group on a rotating basis. Each member takes on the role of the awareness contact person for a set period, distributing the workload across several people.

2. Utilizing External Support

- **University-Wide Awareness Teams**:
  Smaller groups can leverage university-wide awareness teams or external

counseling services, if available. This could include participation in training sessions, workshops, or support during incidents.

- **Collaboration with Other Groups**:
  Small groups could collaborate to share awareness structures. For example, multiple FSIn could establish a joint awareness team or shared contact persons to pool resources.

- **Access to Existing Materials**:
  Utilizing centrally provided resources such as guides, brochures, or online modules for awareness-raising can simplify efforts without requiring each group to develop their own materials.

3. Focusing on Prevention Rather Than Complex Structures

- **Prioritizing Low-Barrier Measures**:
  Instead of organizing extensive training or regular meetings, simple measures such as distributing codes of conduct, brief awareness workshops during regular meetings, or posters addressing awareness topics can be implemented.

- **Integrating Awareness into Decision-Making**:
  Awareness principles can be incorporated directly into the group's decision-making processes. For every major decision, the group can consciously consider the potential impact on group dynamics and inclusion.

4. Leveraging Digital Tools

- **Online Platforms for Awareness Work**:
  Digital platforms can be used to make information on awareness topics accessible, provide anonymous feedback options, or offer materials such as workshops and guides.

- **Anonymous Reporting Channels**:
  Even small groups can set up online forms or email addresses to allow members to report feedback or incidents anonymously. These reports could then be forwarded to external awareness teams.

5. Promoting an Awareness Culture Without Formal Structures

- **Embedding Awareness as a Group Value**:
  In smaller groups, it may be more effective to embed awareness as an integral part of group culture rather than through separate structures. This means every member actively works towards a respectful and inclusive environment.

- **Peer-to-Peer Approach**:
  An informal peer-to-peer approach, where all members regularly discuss awareness topics and sensitize each other, can be an effective alternative to formal structures.

Conclusion

I understand that it can feel overwhelming for a university group to develop its own awareness concept from scratch. This overview is intended to provide an initial understanding of likely relevant points and make this process more manageable. However, it's important to note that this document is not a substitute for a thorough, internal engagement with the topic of awareness and your specific goals, as it's quite generic (since I don't know your group personally). But you've got this! Best of luck with your awareness work.

If you encounter further structural questions during your process, feel free to contact the AStA Awareness Office via email. I'll do my best to support you as much as possible (awareness@astafu.de). Additionally, we have more awareness-related offerings and basic content on our website, which might also be helpful for you.