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It's not enough just to believe change will happen. You have to get out there and take action yourself, get attention and change behaviours.

Many of these ideas have come from other students, like Meabh Hennelly – Newpark Comprehensive, Eoin Gormley – Gormanston College, Killian White – Moyle Park College and Sofia Gutsayev – Comhairle na nÓg. They have all said, the best activities are the ones that are fun and include a lot of people.

If you need support along the way, join our other youth activists online or contact us here at UNICEF Ireland.

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Good luck and enjoy getting out and getting noticed!

— & GET NOTICED —

Contact us:

 unicef.ie/itsaboutus

 UNICEF Ireland, 33 Lower Ormond Quay, Dublin 1

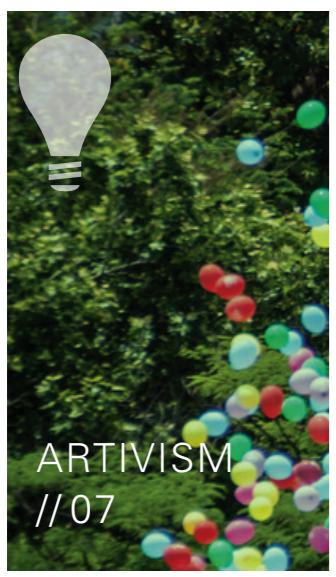
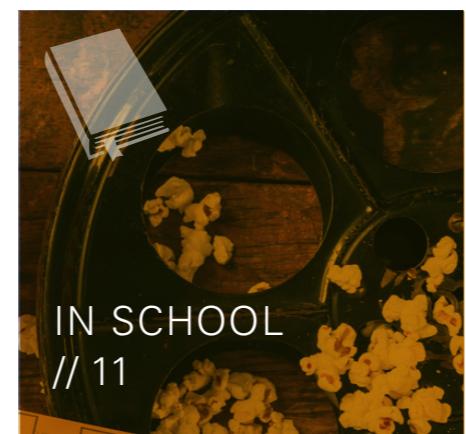
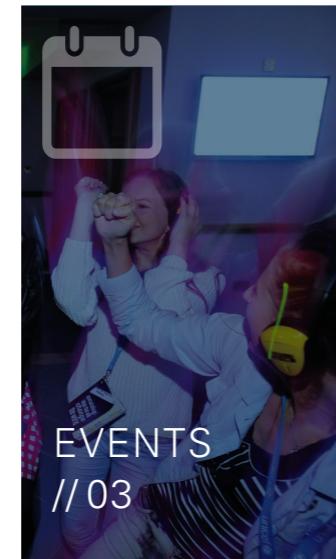
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IRELAND

Read on to find out just some of the fun & creative ways to take on the Global Goals & make change.

BE INSPIRED TO GET OUT THERE & GET NOTICED ON OUR GLOBAL DAYS OF ACTION, WHEN THE WHOLE WORLD IS TAKING PART!

• ACTIVATE • TOOLKIT



// 01 CONTENTS

COMPETITION

Challenging people with a little healthy competition is a fun way to attract people to your cause. Try one of these below:

Teachers VS Students Match:

Rugby, basketball, football or dodge-ball.

Fitness Competitions:

This can be a fun way to celebrate World Health Day. See who is the fastest, strongest, best shooter, scorer, kicker etc. Make it even more fun by taking bets (for charity) as to who will win. Ask local nurses and doctors to volunteer to run health and fitness screenings.

Table Quiz or Game Show:

Competition doesn't have to just be physical. Table quizzes or game shows will give you an opportunity to raise awareness on your issue. You can compete within classes or year groups or with other schools in the area. Why not celebrate World Teachers' Day and raise awareness on Goal 4 - Quality Education.

Class Challenge:

Organise a week of class challenges to see which class out performs the rest. Raise awareness on issues like, poverty, climate change, refugees, inequality or water.



APRIL
6
HEALTH DAY

GOAL 3 GOOD HEALTH

OCTOBER
5
TEACHERS'
DAY

GOAL 4 QUALITY
EDUCATION

Even if you're not officially "the leader", you can still lead from within and raise the standard of your team.

DONNACHA O'CALLAGHAN
IRISH RUGBY LEGEND

// 02 COMPETITION



EVENTS

Events are good opportunities to get lots of people to attend, including those who wouldn't normally get involved. Here are some ideas of events you could run in your school.

Donate your labour for a day:

Highlight the rising unemployment rate of young people by donating your labour for the day. Discuss with your principal the idea of students taking an annual day off school, to work in the community. This could be May 1st, World Labour Day. Students find placements with local employers and the cost of your labour is donated to UNICEF for youth empowerment programmes. This has the added benefit of showing local employers how effective young workers are.



MAY
1
LABOUR DAY

GOAL 8
GOOD JOBS



OCTOBER
19-25
CLIMATE WEEK

GOAL 13
PROTECT THE PLANET

Performances:

Concerts, plays, poetry slams and silent discos are creative ways to highlight causes. Find your most talented friends and recruit them for your event. Pick a theme and ask them to base their performance on it.



At some point all responsibility will be put on our generation and we will be faced with some very serious problems. We need to be prepared to make good decisions.

SOFIA GUTSAYEV
YOUTH ACTIVIST





STREET ACTIONS

Get out on to the streets with your message, especially if you have a lot of supporters who can get involved.

Stunts:

Make your campaign stand out and make people take notice. Don't be afraid to do something unusual or funny, like street performances or flash mobs. Use props, puppets or masks. Wear t-shirts with messages or clothes that grab attention. The great thing about public stunts is you don't need a lot of people to make it work.

Imagine a World:

To highlight the issue of peace or the refugee crisis in Ireland, a group can stand in a line wearing similar clothes (t-shirts with the names of places in the world where there is conflict). Each person can hold a sign with some of the lyrics to John Lennon's song 'Imagine'.



I want to live in a
world that is free!
Free of prejudice,
free of suffering,
free of strife, free
of conflict. What do
you want?

TIMI OGUNYEMI
ACTIVIST AND STREET PHOTOGRAPHER



MARCH
1
RENEWABLE ENERGY DAY

GOAL 7
RENEWABLE ENERGY

SEPTEMBER
21
WORLD PEACE DAY

GOAL 16
PEACE & JUSTICE

Daytime Pinwheel Walk:

Highlight renewable energy day on a windy March day, by holding a pinwheel walk. Make giant pinwheels and walk the streets to lobby for a community wind turbine. Wind energy provides a clean, sustainable solution to our energy problems.

Light up the Night:

Use solar lights instead of candles, to "Light up the Night" with renewable forms of energy. Handout tips on how people could use more renewable energy.





ARTIVISM

Artivism uses creativity to get attention and spread a message. It works well with issues that don't normally get attention or people would rather ignore.

Graffiti:

Write messages on the public road or wall spaces with materials that won't get you in trouble.

Chalk Stats:

Using chalk, draw attention to the issue of water and sanitation. Write statistics that grab people's attention and hand them a leaflet on how they can conserve water. Ask them to pledge to take action to conserve water. Here is an example of what to write.

Do you think water is a human right? Ask people to guess the number of people they think don't have access to clean water or sanitation in the world. Write people's answers on the pavement. (Answer: 783 million people do not have access to clean water and almost 2.5 billion do not have access to adequate sanitation).

- Did you know that more people have access to a mobile phone than a toilet?
- 85% of the world population lives in the driest half of the planet.
- In Ireland water costs each of us €261 a year and on average we use 160 litres a day. 41% of our water is lost in leaks. That's 800 million litres a day.

Growing Graffiti:

Another great material to use for graffiti is moss. Look up how to make moss graffiti online and start painting the streets with words that grow.

MARCH 22 WATER DAY
GOAL 6 CLEAN WATER & SANITATION

APRIL 22 EARTH DAY
GOAL 15 LIFE ON LAND

BALLOON TALK:
Start a conversation by passing people a balloon, with a question and see how far it travels.

Ask people to post to their answers on their social media to #itsaboutus2015 #balloontalk

NIAMH HEERY ARTIVIST

EARTH BALLOONS

Start a conversation about Goal 15 Life on Land for World Earth Day. Write your environmental questions on a selection of helium balloons. Here are a few examples:

1. How many planets do you think it takes to support your lifestyle? Take the quiz to find out at [earthday.org](#). We would need 3-4 planets if everyone on the planet lived the way we live in Ireland. #liveonless
2. What are you doing to pass on a healthy planet to the next generation?
3. What causes more pollution a dog or an SUV? Answer: A dog pollutes more than double what an SUV pollutes. Mainly due to their meat based diet, a 2009 study by New Zealand's Victoria University of Wellington.
4. What five things could you do today to protect life on land? Here are a few, stop food waste, use less paper and packaging, buy less stuff, eat organic and local foods, stop buying drinks in bottles and paper cups. Reuse more than recycle.



DISRUPT

Disruption gets you noticed. Sometimes you need to cause a little disruption to get people's attention.



1.



2.



3.

Pavement Protests

Pavement protests aim to disrupt the flow of people and get them to notice you and your cause. Highlight Goal 10 Inequality with a "circle protest". Form a circle of people by holding hands. Wear t-shirts with "Don't mind us we are the 10% that own 87% of global wealth". Finish the sentence with a statistic on inequality.



By far the best outcome from our "take over" project was coming out of my house in the morning and being greeted by name by someone on the street, stopping to have a chat about something, and seeing friendships grow between people. This made it all worthwhile for me.

EMILY ROBYN ARCHER
ARTIST AND COMMUNITY ACTIVIST

// 09 DISRUPT



FEBRUARY
22
SOCIAL JUSTICE DAY

GOAL 10
REDUCED INEQUALITY

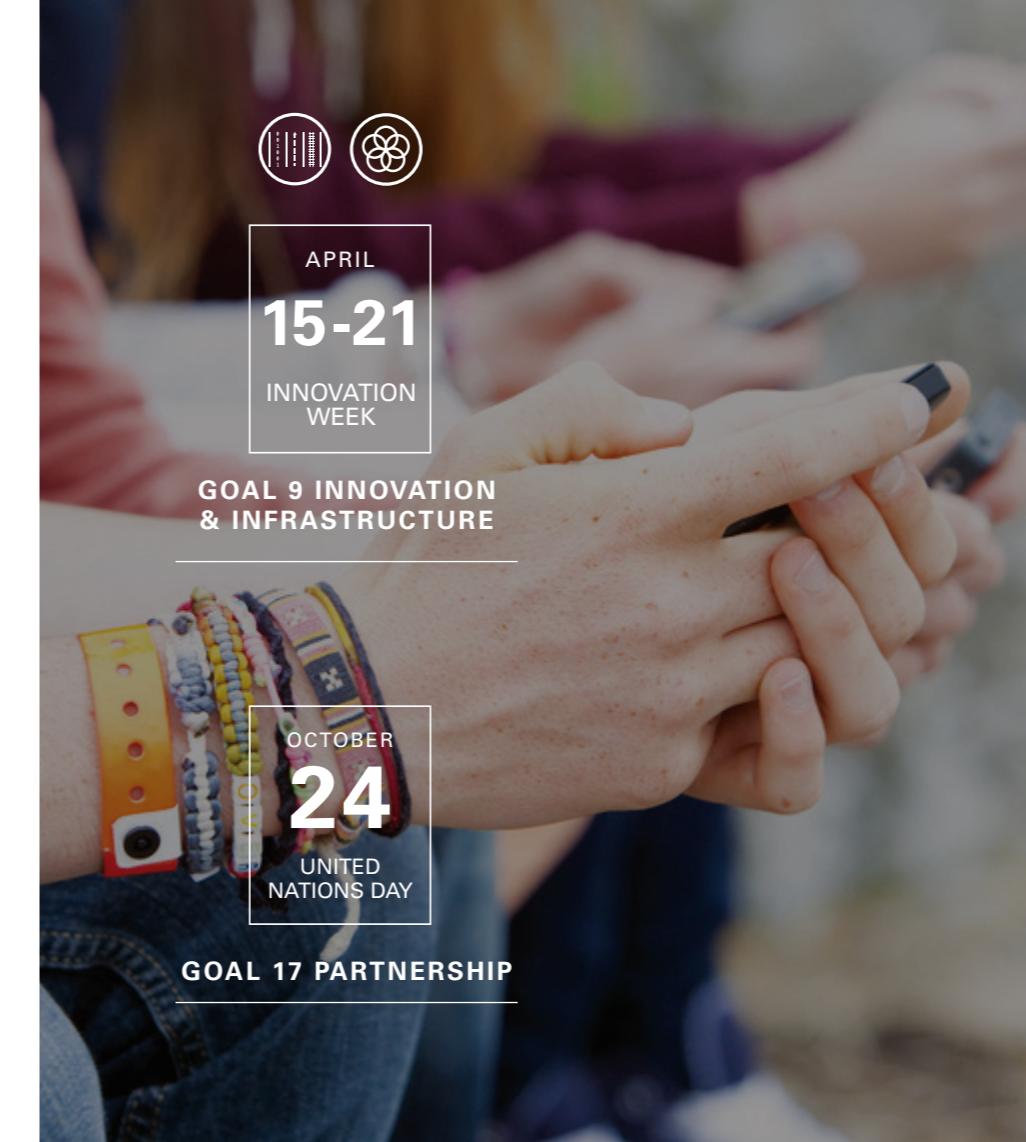


APRIL
15-21
INNOVATION WEEK

GOAL 9 INNOVATION & INFRASTRUCTURE

OCTOBER
24
UNITED NATIONS DAY

GOAL 17 PARTNERSHIP



TECH

Technology offers solutions without taking to the streets.

Guerrilla gardening

Green your streets through guerrilla gardening. Get a group together and plant on the streets, use seed bombs to plant vacant lots or fill in cracks in the pavement with living plants. Bring your neighbourhood together through planting a shared vegetable patch. Send people a message that we need a greener planet.

Tactical Urbanism

Tactical Urbanism is a movement to temporarily take over built-up spaces and improve them for people who live there. Artist Emily Robyn Archer wanted to take a disused and unsafe piece of land in her neighbourhood and replace this with a space for the community. She knocked on doors and gathered her neighbours and together they created this DIY community cinema.

There are many organisations in Ireland that are doing similar creative projects. For ideas check out, Cre8 Sustainability, granbypark.com, Streetfeast.ie and happenings.ie.

Hackathons:

Hold a hackathon to help people find solutions to problems in the community. Create a short film, app, social media campaign or website to collect these ideas and share them.

If you know any programmers, engineers, designers or graphic artists, bring them together with a project manager and hack away. School departments or clubs might be a great place to start recruiting.

Social Media:

Spread your message through social networks and reach people that you wouldn't be able to in person. To be effective though, you need to achieve more than just 'likes'.

“ Let's go invent tomorrow instead of worrying about what happened yesterday.

STEVE JOBS

Videos:

Online videos are predicted to become the primary method for users to get information. Create a viral video to raise awareness. Check out UNICEF's 2Lives 2Miles Apart or OneMiunteJr. for ideas. For Goal 17 Partnerships, create a viral video or hash-tag campaign. #DearTaoiseach, ask people to tell the Taoiseach/government why the global goals are important to young people and why the government needs to get behind them.



// 10 TECH



IN SCHOOL

Your school offers the best place to start making changes because you are speaking to the same people every day and can see the changes take hold.

Cakes with a Cause

We make enough food to ensure no one goes hungry, yet we allow 791 million people to live with chronic undernourishment in developing countries.

Highlight the issue of hunger on May 28, by holding a Fair Trade bake sale. Ask friends, family or even your Home Economics classes to bake for your stall. Sell each item for €1.10 which represents the global poverty line. Other facts you can make people aware of include:

- 1-10 people in Ireland suffer from food poverty.
- 1-9 people in the world do not have enough to eat.
- 60% of the world's hungry are women.
- Every 10 seconds, a child dies from hunger-related diseases.
- 1 in 4 calories intended for consumption is never actually eaten.
- More than 6 billion pounds of fruits and vegetables go unsold or unharvested each year because it is misshapen.
- 1/3 of agricultural land goes to produce animal feed.
- Between 1/4 and 1/3 of the 4 billion metric tons of food produced is lost or wasted.



66

Children should be seen and not herded.

BILL LIAO ENVIRONMENTAL ACTIVIST AND ENTREPRENEUR

Wear a Skirt to School:

Celebrate International Women's Day on the 8th of March and promote gender equality, by getting the boys to wear a skirt to school for the day. Let people know that gender equality is not just a "women's issue". Deliver UNICEF's 'Our Gender Workshop' in school, you can find it on UNICEF.ie/itsaboutus.

Lunchtime Screenings:

Organise a week of lunchtime screenings, a film festival or a series of talks, followed by discussions in your school. Find short films on YouTube at mediathatmatters or theoneminutesjr.org. Interesting talks can be found at ted.org. Optional: Charge in €1.10 (1 billion people live on less than this a day).

Ban the Bottle

Take action against the use of disposable plastic drink bottles, to raise awareness on Goal 14 Life Below Water. Show a lunchtime screening of "The Story of Bottled Water" or "What really happens when you throw plastic away" (both available on YouTube). These short videos could inspire students to campaign for drinking fountains and reduce the amount of disposable plastic bottles used in the school.



MAKE IT HAPPEN

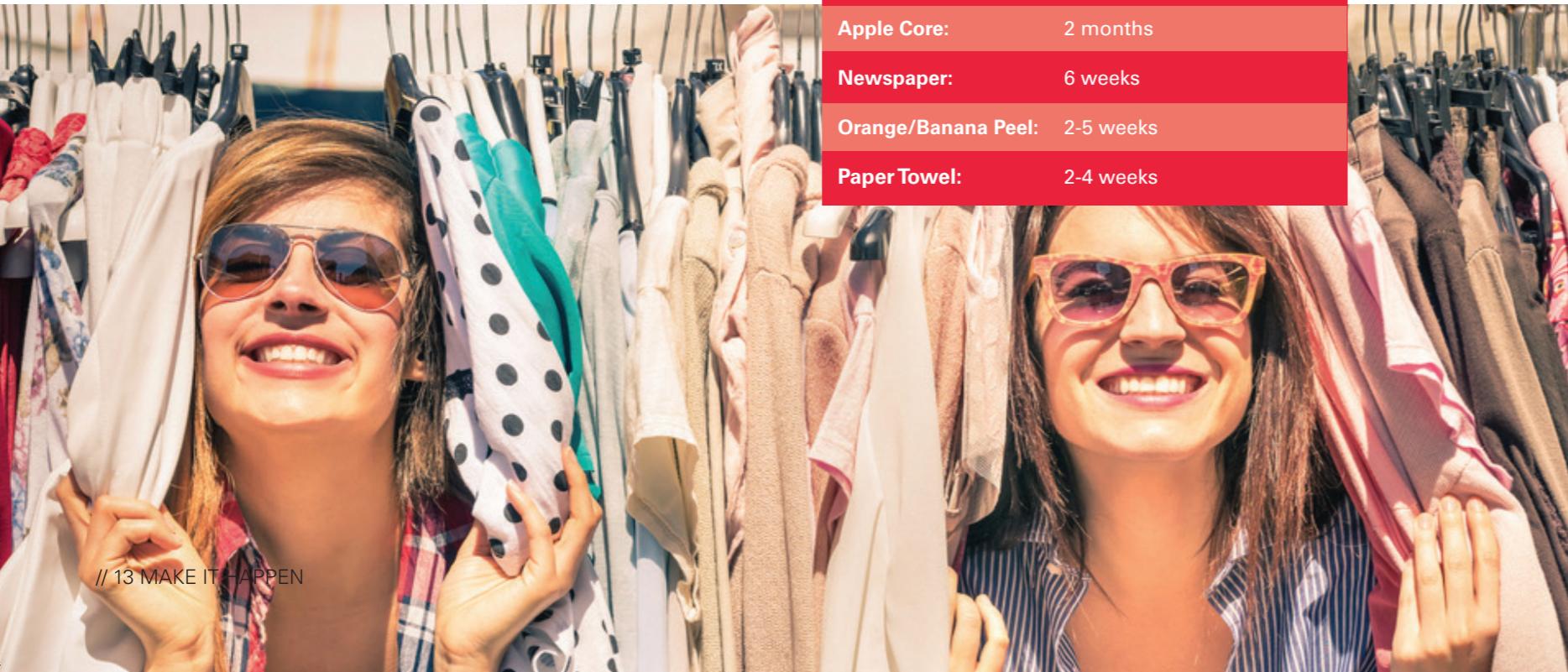
Show people what actions you want them to take.

Fair Trade Campaigns:

Highlight Goal 1 End Poverty by encouraging others to support the Fair Trade movement. Fair Trade aims to make sure the people producing your goods are paid a fair wage and are supported to produce in a sustainable way.

Fairtrade Love Day:

Sell fairtrade chocolate or flowers on St. Valentine's Day. You can offer to deliver purchases and cards to students' friends. Include a note with the delivery that says "Sharing the love for a fair world without poverty through Fair Trade".



Time it takes for garbage to decompose in the environment:

| | |
|-------------------------|-----------------|
| Glass Bottle: | 1 million years |
| Fishing Line: | 600 years |
| Disposable Diapers: | 450 years |
| Plastic Drink Bottles: | 450 years |
| Aluminum Can: | 80-200 years |
| Foamed Plastic Buoy: | 80 years |
| Rubber-Boot Sole: | 50-80 years |
| Foamed Plastic Cups: | 50 years |
| Tin Cans: | 50 years |
| Leather: | 50 years |
| Nylon Fabric: | 30-40 years |
| Plastic Film Container: | 20-30 years |
| Plastic Bag: | 0-20 years |
| Cigarette Butt: | 1-5 years |
| Wool Sock: | 1-5 years |
| Plywood: | 1-3 years |
| Waxed Milk Carton: | 3 months |
| Apple Core: | 2 months |
| Newspaper: | 6 weeks |
| Orange/Banana Peel: | 2-5 weeks |
| Paper Towel: | 2-4 weeks |

Reduce, Reuse, Recycle:

These three things can be the most effective actions people living in Ireland can take, to address any of the Global Goals. Reduce means buy and consume less stuff, it all adds up and has an environmental cost. It might cost you a euro, but it inevitably costs more from production to waste. If you must buy it, when you're finished make sure to find a way to re-use or re-purpose it.

Kilo Sale/Swap Shop:

Hold a 'kilo sale' or run a 'swap shop'. Ask people to donate a few items that they no longer want or need, this could be anything from clothing that never fitted perfectly, to books that have been read. Bring everything together and either sell it as in a 'kilo sale' or create a swap shop, where people can swap donations. At the end of the day, bring what is left to a local charity shop. Don't forget to decorate the space with posters that raise awareness of Goal 16 Responsible Consumption. Use facts, quotes and slogans such as:

- "The clothes we wear, wear out the world"
- "There is no planet B"



Realise when you buy anything you cast a vote - ask questions of the brands, people and ideas you support. It's your right to get transparency.

ROSIE O'REILLY
REDRESS



OCTOBER
16
ETHICS DAY

GOAL 12 RESPONSIBLE CONSUMPTION

OCTOBER
17
END POVERTY DAY

GOAL 1 NO POVERTY