START NOW!

UNICEF is activating groups in schools and communities across Ireland to start a global movement beginning in our own communities. This toolkit will help you get started.

Did you know there are more youth on the planet than in any other time in history? Two billion of us, which means, more of us to generate ideas, more of us to create solutions and more of us to achieve goals. Our generation has the potential to finally change the world for the better. We can eradicate poverty and inequality. We can ensure all young people have access to a good education and future path. We can bring peace and prosperity to the world and we must deliver on sustaining our planet. Until now, we have relied on adults keeping their promises to bring about change. Unfortunately the world we are inheriting is in crisis. And we must start to realise our own ability to change this. We must start creating the future we want to live in. Collectively we can do this.

2015 is the starting point to achieve the kind of change we need to see in the world. Global Leaders have signed up to an agreement to realise children's rights in every part of the world. This agreement is a set of goals called Sustainable Development Goals. They have been given a deadline of 15 years to achieve all 17 goals. However, unlike its predecessor the Millennium Development Goals, the world is calling on the youth to get involved. This time our voices have been included in setting the goals and must be involved in ensuring their success. UNICEF believes that without the youth being involved we won't succeed in achieving this ambitious plan.

Let's make our world healthier, more just & sustainable for all people!

1. BUILD A TEAM

Find people who share your views, who are committed to working hard to achieve the goals set by the group. Not everyone on the team will contribute to the same level. Recognise people's strengths and the time commitments they can make.

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2. WRITE YOUR MISSION

Together write your vision and aim of the group. This is a clear statement of what you want to achieve (vision) as a group and how you intend to do it (aim).

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3. GET SUPPORT

Find a teacher or youth leader who can act as a mentor to the group, especially if they are interested in the same issues. They can also help organise a space for meetings, announcements and offer other logistical support.

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4. ASSIGN ROLES

Roles for meetings such as Organiser, Facilitator, Note taker and Timekeeper help make meetings run smoothly. They can be rotated or assigned.

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5. DECIDE ON THE ISSUES

Choose at most three issues that matter to the group. This can be achieved through a simple discussion, survey the issues in your school or community or debate the issues and vote. Too many issues can weaken your effectiveness. Remember, to have success as a group you need to be passionate about the issues you are working on.

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6. WORK OUT YOUR GOALS

Decide what you want to achieve in the year: raise awareness, educate, gain support, change behavior, influence government decisions? What you can achieve depends heavily on your group's capacity and their other time commitments. Start small and build on successes.

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7. MAKE A PLAN

Using the annual planner in the toolkit, map out the year. Take into account exam times and holidays. Spend at least 2 meetings exploring the issues, 2 meetings creating your message and plan of action and at least one meeting should be used to evaluate the outcomes.

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8. SPREAD THE WORD

Mobilise by inspiring people with knowledge and understanding of the group's vision. Give presentations or workshops on your issues. You can find workshops online at unicef.ie/itsaboutus. Run an information stand or an awareness week. Sign up activists who will take action, promoters who will help spread your message and supporters who will show their support for your cause.

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9. TAKE ACTION

Organise activities throughout the year that can bring about change. Ideas include: educational workshops, events, marches, creative actions, flash mobs, online campaigns, a media blitz, petitions, sit ins, direct actions like strikes, public meetings, performances and fundraisers. Decide what best gets your message across.

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10. KEEP IT GOING

Record, evaluate and pass on what you do. This is vital because it informs your next action and ensures that when they are recorded people that come after you can learn from you.

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ANNUAL PLANNER

**Refer to your school calendar to select suitable dates for your actions.**

Issues:

Meeting Day/Time:

MEMBERS:

ACTIONS

STARTING   ENDING

SEPTEMBER

World Peace Day: 21st September

WEEK 1: Talk to Principal and teachers about setting up a group

WEEK 2: Run an Awareness Week to recruit members

WEEK 3: Hold a workshop on the Global Goals

WEEK 4: Hold the first meeting

OCTOBER

Climate Change Week: 19-25th October

WEEK 1: Group Planning

Halloween Midterm

NOVEMBER

DECEMBER

International Human Rights Day: 10th December

Christmas Holidays

JANUARY

FEBRUARY

UNICEF Day for Change: 6th February

Midterm

MARCH

International Women's Day: 8th March

APRIL

Earth Day: 22nd April

MAY

• Review of actions and deciding next steps
• Celebrate your achievements

School Exams

Taking Action

Get Started

Get Support

Get Attention

Get Commitment

Get Results
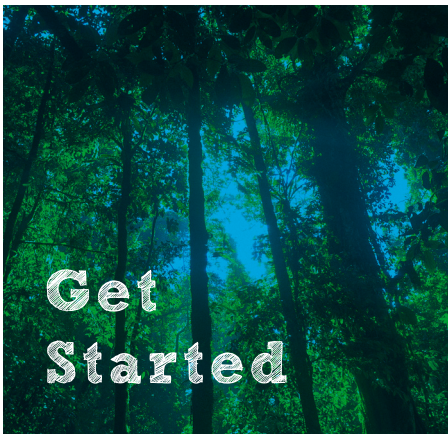
SET YOUR GOAL

"
**Goals that are not written down are just wishes**

Since you've set up your group, the first thing to decide is your specific goals for the year. Start to narrow your issue/s down to achievable goal/s. Start by doing an assessment of the problem. What needs to change?

It helps to look at what is going on locally and what solutions can be found locally. What are the causes? What are people already doing about this issue and what is working or not working? What are some of the group's solutions? Can you make a difference?

Set your goals for the year. Start by deciding what is the problem? What are the root causes of the problem and what are the effects? Follow up with the solution. Decide what goal you can set to get the changes you want to happen? This discussion will lead to actions you can take to make a difference.

Try using the problem and solution trees to help you set your goals and actions.

Problem Tree
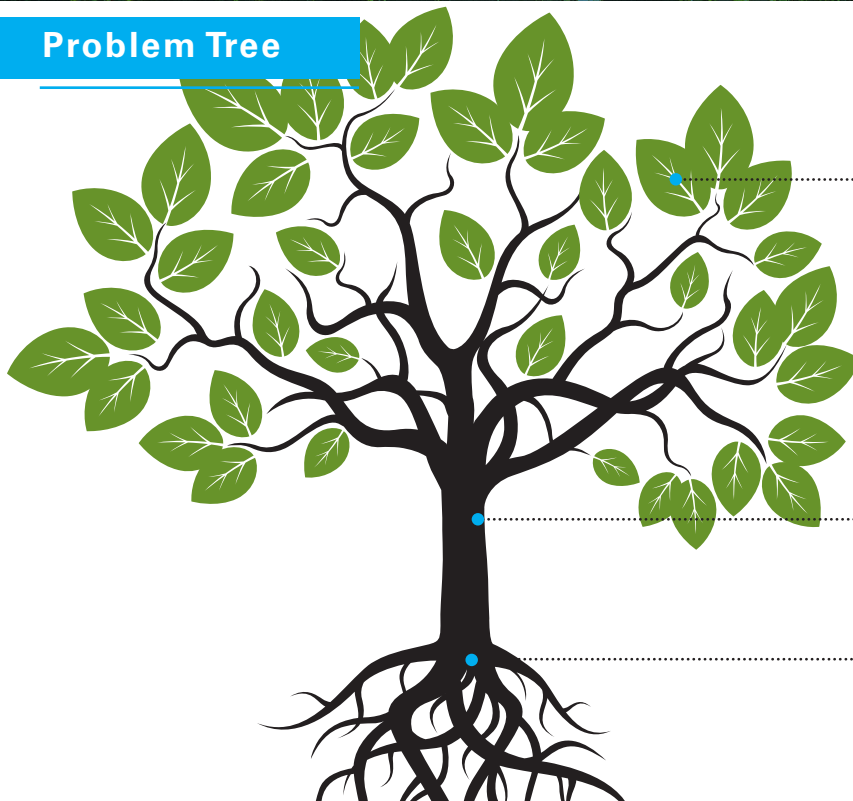
EFFECT

PROBLEM

ROOT CAUSE
OF THE PROBLEM

Solution Tree

BE THE
CHANGE

EFFECTS:

VISION:

SOLUTIONS:

BUILD YOUR CASE

Once you have a clear understanding of the issues you want to focus on, it's time to get knowledgeable. Start by going online to UNICEF.ie/itsaboutus and see if there are any workshops on your issue. If there are, run the workshop during your next meeting. This workshop can also be used to inform people outside of your group. Next, go online and find out as much as you can about the issue. Include things like what is already being done to deal with this issue. What activities have succeeded elsewhere in creating change on this issue? Are there new solutions you can think of?

Dream it, Speak it, Do it.

Sample Case:

Problem:

Climate change is man-made and threatens our planet.

Solution:

Ireland needs to urgently tackle climate change.

Sample Case:

Problem: Climate Change is man-made and threatens our planet.

WHAT ARE THE MYTHS? **Climate Change is not real.**

WHAT DO PEOPLE NEED TO KNOW? **Climate change is threatening our planet. 97% of scientists agree that humans are causing climate change.**

KEY FACTS:

1. The Earth experienced its hottest month of March since record-keeping began in 1880.
2. The first three months of 2015 have all set new high temperature marks. National Oceanic and Atmospheric Administration.
3. Levels of CO_2 have never been this high for 650,000 years according to NASA.

WHAT ARE THE FACTS? **People are dying because of climate change.**

WHAT DO PEOPLE NEED TO KNOW? **How they impact climate change.**

KEY FACTS:

1. The percentage of the earth's surface experiencing drought has more than doubled since the 1970's, according to the National Centre for Atmospheric Research. The world faces threat to food supply, conflicts over water rights and growing inequality because of climate change.
2. The World Health Organisation predicts that climate change will cause 250,000 additional deaths per year from 2030 to 2050, primarily from malaria, diarrhea, heat exposure and malnutrition.
3. IPCC states: It is greater than a 90 percent certainty that emissions of heat-trapping gases from human activities have caused most of the observed increase in globally averaged temperatures since the mid-20th century.

WHAT ARE THE LOCAL EFFECTS? **Climate change is having a serious impact in Ireland.**

WHAT DO PEOPLE NEED TO KNOW? **We are contributing to climate change. Our government needs to take action on climate change.**

KEY FACTS:

1. Ireland has one of the highest rates of carbon emissions in Europe. A World Bank report states that Ireland produces 8.8 metric tons of C02 per capita.
2. Six of the ten warmest years in Ireland have occurred since 1990.
3. Irish winters have brought extreme storms, snow and floods over the last few years.

Solution: Raise more awareness around climate change and encourage people to change their behaviours. Lobby to bring about political changes in Ireland.

MAKE A PLAN

Now that you have decided on your goal, researched key facts and decided what needs to change, it's time to devise a strategy.

This is a plan of action. It gets you to map out who you need the support of, how to get attention and what will turn that attention into commitment and change. Your plan will also get you to work out the challenges you might face, so that you can be prepared with solutions. Lastly it gives you the opportunity to think about what needs to be achieved in order for you to feel your efforts were a success. This is a very important step as otherwise you could be doing things and making little or no change.

The template on the other side will help the group plan an effective way to create change. Start by deciding on what you want to change based on your problem and solution trees. Next decide who you can target to help you achieve that change. Decide the timeframe you have and when you can focus on each of those targets. This will help determine what actions you can take, who can lead on them and when they should be acted on.
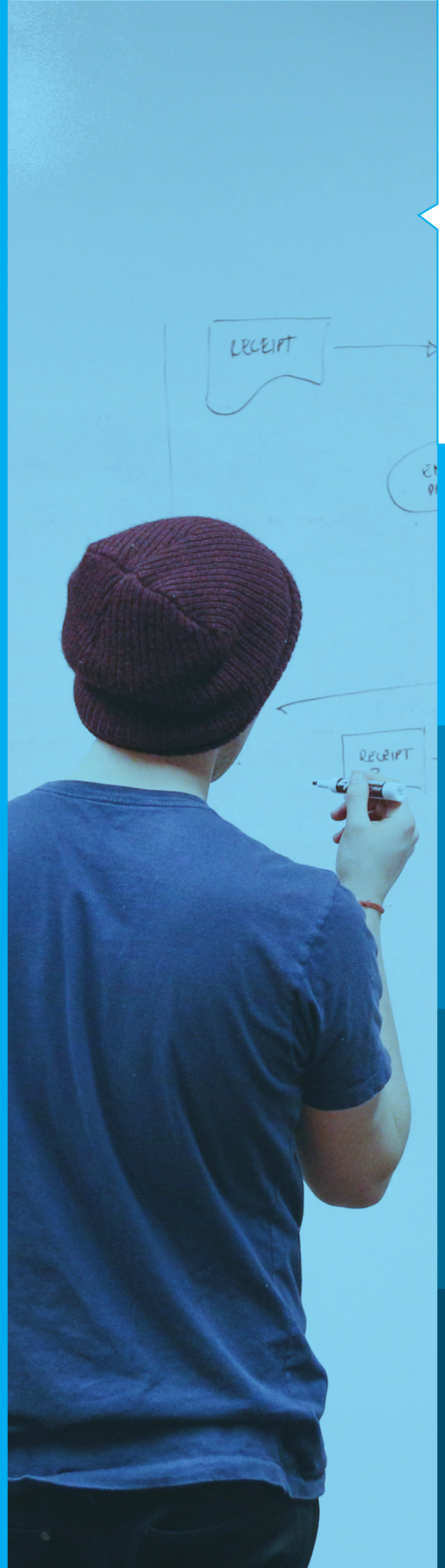
WE PLAN TO CHANGE

ACTIVATE . TOOLKIT

unicef

PROBLEM:

SOLUTION:

HOW TO DO IT	WHO TO TARGET	TIME IT TAKES	WHAT TO DO	WHO WILL DO IT	BY WHEN
Get Support:					
EDUCATE					
RAISE AWARENESS					
Get Attention:					
MEET WITH					
TAKE ACTION					
CAMPAIGN					
Get Commitment:					
FUNDRAISE					
PETITION					
CHANGE BEHAVIOUR					
Reviewing					
CHALLENGES					
SUCCESS					

PREPARE YOUR MESSAGE

Your message is key to get people's attention. This should be your call to action. It should capture their attention and motivate them to do something about it. Once people care about something they are more likely to want to do something about it.

There are three sections for your call to action. The first is what will make them angry, outraged or upset enough to do something about it. The second is to give them hope. You don't want people to feel that giving up is the best option. You have to give them a sense of hope and shift their focus toward a solution.

The third section of your call to action is just that Action, what they can do to help bring about a solution to the problem. This should be an action they can take immediately. For example, sign your petition, agree to go to a meeting about it, or agree to participate in an upcoming event you are organising.

Sample Message

Your Issue: *Poverty*

Anger/Problem: Did you know?...

(Global) Did you know that millions of children are poor; they lack access to safe drinking water, essential vaccines, education and nutrition; they are at risk of being exploited, abused and even death? This is unacceptable! The world has the wealth and resources to change this. (Local) According to the Central Statistics Office the number of children living in consistent poverty in Ireland doubled from 6% to just under 12% between 2008 and 2013. This means 135,000 children – or one in eight – are experiencing material deprivation on a daily basis. A UNICEF report last year warned that those who do not end up in education, employment or training because of poverty are in danger of long-term increased alienation, magnified disadvantages and lost potential.

Hope/Resolution, we need to...

(Global) Governments around the world have promised 0.7% of the GNP to help end poverty and yet very few have met that target. We need to make sure our government holds its promise and raises its aid budget from 0.39% to the promised amount of 0.7%. (Local) Child poverty can be eradicated. But it will take the right policies and the right amount of political will. This means protecting children's services and supports, ensuring that work always pays and supporting families with costs such as childcare and housing.

Action/Act - You can help by doing...

(Global) We need to put pressure on the government to act. Please sign our petition calling on the Government to raise their contribution rates to .7% so we can help end global poverty. (Local) We need you to join us outside Leinster House next Saturday at 2pm to protest cuts in children's services and supports.

TELL OTHERS

Holding a workshop is a good way to educate your peers and get people caring and active around your important issue. Workshops create an opportunity to give people a voice, to discuss issues they simply may not have thought about – such as the Sustainable Development Goals. When you decide to hold a workshop at your school, you'll need to consider a few things first.

Where can you hold it, whom to invite, how to get the word out, and who will present the workshop? If members of your activist group are happy to run the workshop, that is fantastic, because other students will engage more with people their own age. But if members don't feel confident enough to deliver the workshop, perhaps you can ask a teacher to deliver it for you.

There are many resources and workshops online that you can use. Start by going to UNICEF's website - unicef.ie/itsaboutus and see if one already exists. If not, you can find helpful tips for planning your workshop on the reverse.

TELL OTHERS

Aim: What is the overall aim of the workshop?

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Objectives: Young people will…

• What are the learning objectives of the workshop? What do you want people to learn?

•

•

You will need: Think about any materials or handouts you want to bring and also any technology that is needed.

Discussion: A discussion is always a great way to open your workshop. It gives you a sense of what people know already. It also allows you to put your message in, "Did you know that…" **15 min**

Group Work: This is always a good idea to prevent the workshop from being an input. This as you know can get boring. People like to think about it themselves and discuss issues with others. **20 min**

▶ **View:** Videos are a great tool to get across your message visually, which is sometimes the most powerful way to do it. This is sometimes a great way to open the workshop as it gives you a loot to talk about but it can also work at the end as a powerful way to team up. (Make sure you are able to show it in the classroom). **4 min**

Handout: Handouts allow them to take information away and even to share with others.

BUILD PARTNERSHIPS

Partnerships, networks and alliances increase your base of support and pool resources to achieve joint goals. This can be as simple as finding other groups in school that are interested in similar issues as your group. Also, go into your community and find organisations or businesses that will support you. The more you are out there talking about the issues you are working on, the more opportunities will arise for others to join your effort.

Start locally with youth groups and organisations that share some of your goals. Once you have established a connection you can arrange to meet up and talk about your shared interests and how the groups could support eachother.

It's important to understand the strengths of different partners given their size and influence. You might have less power relative to them so must consider exactly how the relationship helps you to achieve your results.

YOUTH ORGANISATIONS

BeLonG To: Is an organisation for Lesbian, Gay, Bisexual and Transgendered (LGBT) young people, aged between 14 and 23. Comhairle na nÓg are child and youth councils in the 34 Local Authorities of the country which give children and young people the opportunity to be involved in the development of local services and policies.

ECO-UNESCO: Is Ireland's environmental education and youth organisation.

Foróige: Is an organisation with groups around Ireland that enable young people to involve themselves consciously and actively in their own development and in the development of society. They work with 56,000 young people aged 10-18 each year through volunteer-led clubs and youth projects. Foróige currently operates in 26 counties in Ireland, with 611 Foróige Clubs and 137 Youth Projects.

Irish Secondary Schools' Union: Has a dual role – to promote the benefits of young people becoming part of the decision-making process that affects their school lives and to provide individual students with support for voicing their views and opinions.

Pavee Point's: The aim is to contribute to the improvement in the quality of life and living circumstances of Irish travellers.

Young Social Innovators (YSI): Believes that young people are a powerful and largely untapped force for change in their local communities and in wider society. Promoting and leading the way in education for social innovation in Ireland, Young Social Innovators encourages, motivates and creates new opportunities for young people to actively participate in the world around them.

Youth Cafés: Many communities have youth cafés for young people to chill and hang out with their friends. They're great places to meet like-minded people and share ideas.

Youth Work Ireland: Has over 537 youth clubs and projects around Ireland.

U-Report: Run by young people with the support of youth organisations, U-Report sends out surveys to participants asking for their contributions on global issues. Check out @UReportGlobal on Twitter to find out what youth from around the world are talking about.

MEET PEOPLE

Change happens when you meet people who have the power to make decisions on your issue and you persuade them to take action on it.

When you meet with someone who has influence over your issue, it is important go in to the meeting with a clear plan of what you are going to say and ask for. Start by knowing how long the meeting will be. If it is as short as ten minutes you want to be able to get across you message in 3-5 minutes to allow time for their response and any questions.

Rehearse ahead of time to make sure you are confident that your point comes across well. All your points need to be backed up with facts. It is essential to include a specific ask of the person. There is no point going into a meeting with just your opinion on an issue, you want to have an outcome from the meeting. Be sure that your ask has been given a clear answer and if possible repeat the answer back so as not have any misunderstanding. Even if they are not committing to take action you repeat this back so that it is clear.

Thank them for the meeting and inform your supporter base of the outcome.

WHAT DO GOVERNING BODIES DO AND CAN THEY HELP ADVANCE YOUR CAMPAIGN?

Local County Council: Deals with issues mostly relating to their local area. Members of County Councils are called 'Councillors'. The local County Councils mainly deal with housing, planning, roads, water supply and sewerage, development incentives and controls, environmental protection including rivers, lakes, air and noise, recreation facilities and amenities. Their fundamental role is to voice local concerns and be a representation of the people (as they are elected by people into the council). If you are campaigning on any of the above issues then an option could be to find out which local County Council you are in and get in contact with your councillors.

Dáil: The National parliament that governs Ireland. Members of the Dáil are voted in by the people of Ireland and are called TD's. TD's are members of political parties. There is a Government party (or parties if there is a coalition) and the other parties in the Dáil are Opposition parties. A TD can make speeches in the Dáil on social, economic, financial and budgetary issues, draft amendments, examine proposals for legislation, contribute to debates, vote on issues, pose questions to the government and be a member of a committee that advises the Dáil on a range of issues. They also meet with people from their constituency when they are not in the Dáil. Find the TD's of your local area here: (www. whoismytd.com)

European Parliament: An institution that represents 28 countries (of which Ireland is one), located in Brussels. It has the power to legislate (along with the council of the European Union). It also monitors EU spending. The parliament can also question the European Commission and if a majority vote for it, it can force the commission to resign. Members of the European Parliament are called MEPs. Find your MEP here: (http://www.europarl.europa.eu/meps/en/search.html) To find out more information on any of the above topics, see (www. citizensinformation.ie)

School: What is involved when holding an action in your school? You may have to write to your principal to ask permission to run a campaign or have a face-to-face meeting to discuss changes you would like to see in your school. If your school has a Parent-Teacher Association they may be able to assist you in some of your campaigns. Also, if your school has a student council they are really good to approach as they may assist in organising events and gaining support and can communicate well with teachers and principals.

Organisations that may have extra information or partnership opportunities for your group:

- **Environmental issue: Eco-Unesco – www.ecounesco.ie**
- **LGBT issues: www.belongto.org**
- **Migrant Rights Centre Ireland: www.mrci.ie / The Integration Centre: www.integrationcentre.ie**
- **Violence Against Women: www.rcni.ie**
- **Human Rights: www.amnesty.ie**
- **Homelessness: www.focusireland.ie**
- **National Youth Council of Ireland: www.youth.ie**

MAKE NOISE

Take action and make noise on your issue. This can be the most successful way to get noticed by a wide audience. Also, it has the important benefit of building solidarity and unity within your group. Once you've built up your support base, it's time to get them active – in public!

There are lots of ways to take action such as protests, rallies and marches. These need big numbers though, so you need to make sure your partners are truly involved. Smaller-scale actions are also useful: 'tactical urbanism' taking over your streets for the community benefit and 'artistic activism', like music, poetry, art exhibitions and street theatre. Both help reach new audiences and raise awareness in creative or thought-provoking ways.

Public actions can be more engaging and effective. (Sometimes, audiences can even participate interactively). These can also be used to reach the younger age groups, as children engage more in lively explanations of topics. Large or small, public actions are an important way to get your message out there, to teach others and inspire them to help or take their own actions.

HIT SOCIAL MEDIA

From organising revolutions like the Arab Spring to grabbing of global attention and funding through the likes of the ice bucket challenge, there is no doubting the power social media gives to individuals to affect change. This is by far the greatest advantage our generation has to bring about the global change that is needed. This powerful tool gives us the ability to connect to many, share information and support each other.

More people are on Facebook than Google. Check out these effective social media campaigns. itgetsbetter.org

To be effective online you need to be creative. There are lots of different ways to get your message across.

FUNDRAISE

UNICEF holds a 'Day for Change' each year on the 6th of February. This is a fundraising day. A different country and theme is chosen each year for this awareness day.

Schools all over Ireland take part in our 'Day for Change'. This is a great way to not only raise much needed money, but also to get people to invest in your issue. When people give money to a cause they are much more interested in seeing a positive outcome. A Day for Change can become another opportunity to not only gain support but gain commitment.

When holding a fundraiser, use it to also raise awareness on the issue you are working on. For example if you are working on Goal 12 Sustainable Consumption, think about holding a 'Bring and Buy'. Ask people to bring their unwanted (but nice) clothes and objects to sell. You can charge in for those who don't bring and sell the items to the others. Try to make it fun by having competitions for whose item got the highest price or who brought in the most unusual item. At the end of the fundraiser you want people to understand the benefits of making clothes last longer and the drawbacks of fast fashion and cheap clothing.

A few ideas to get you started:
Think of ways you can tie your issue in with the event

Creative: Art Auction/ Theatre Night/ Film Screening/ Spoken Word night
Sport: Sports Challenge/ Teacher vs Student Tournament/ Cyclethon/ Race
Food: Baking Competition/ Cake Sale/ Picnic/ Cookbook
Traditional: Non-uniform day/ Sponsored walk or Silence/ Table Quiz/ Sale

Organising an event can be daunting, but with simple planning everything will work out and don't forget we are only a phone call or email away for any help that you need! Here is a simple guide to get you started. For more details go to our website and download our Fundraising Guide and Event Proposal.

Planning your event:

- [ ] Don't forget to have fun!
- [ ] Brainstorm all ideas and decide on the event you would like to run. This is half the battle!
- [ ] Decide on a time and date. Don't forget to think about competing events that would affect turnout.
- [ ] Contact us in UNICEF Ireland for advice and support – we are here to help! Call the team on 01 878 3000.
- [ ] Start early and allow plenty of time. Do a time plan working backwards from your chosen event date.
- [ ] Where are you going to hold the event? Does the venue have insurance?
- [ ] What jobs need to be done? Divide roles and responsibilities. Meet regularly.
- [ ] Are there any other ways in which you could generate more money at the event? Raffles / auctions etc.
- [ ] Set a target goal to motivate the team. Costs should be limited to 10% of your target.

In the run up to your event:

- [ ] Complete a full event plan. Allow extra time for any hiccups.
- [ ] If you are selling tickets – sell them in advance so that you have an idea of numbers.
- [ ] It takes a lot of time to set up a room – arrive early and leave yourself plenty of time.
- [ ] Draw up a running order for the event and ensure that one team member is in charge of the event flow.
- [ ] Always remember health and safely and ensure that your event is organised efficiently and safely.
- [ ] Ensure that adult supervision is provided for children at all times in a safe and secure environment.
- [ ] Consider approvals from local authorities, special permits? Do you need a Garda permit/clearance?
- [ ] Consider any insurance needs. Does the venue have public liability insurance?
- [ ] Always remain transparent with a full breakdown of costs and income.
- [ ] Do you have enough volunteers to help with the post event clean up?
- [ ] After the event count up the money with another member of the team in a secure location and ensure all expenses have been paid. To send it in to UNICEF, go to our website for details Unicef.ie
- [ ] Don't forget to thank all those involved.
- [ ] Congratulations! You have run a successful event! Thank you on behalf of the children we serve.

Promoting your event - get the word out:

- [ ] Why not start with telling us about your event – we can place the event on our homepage.
- [ ] Use social media to communicate your event and get people to forward the message on.
- [ ] Use notice boards and posters to help spread the word.
- [ ] Perhaps you could approach local press / radio. You will need to write a press release.
- [ ] Use your friends and family to promote the event too.

PETITION AND PLEDGES

Signing a petition is a relatively easy thing to do and allows a group of people to get their message across with strength of numbers behind it. It has the added benefit of getting the signer engaged in the issue, making her or him feel more committed to the cause.

The aim of a petition is to apply pressure on a group/ institution/ government by showing them how many people care about an issue and to push them to take action on something. Change.org has made petitions even more powerful on a global scale reaching millions of people by putting them online.

Decide who your petition is aimed at. If it's about an issue in another country you would send the petition to the country's embassy in Ireland. If it's about an issue in Ireland, you would say it to the relevant county council, TD, Minister etc.

In school there are two main ways to gather signatures. One thing you can do is go around your school at lunch time and have a stall collecting signatures. The other option is to go around to each class when lessons are on to collect signatures (this can be a bit more complicated as you have to get out of class yourself but it gathers huge numbers as classrooms full of people will sign it).

Another great way to get commitment is by asking people to do/give or change something through a pledge. Again these can be online or through the help of fellow students. Be creative with your pledges, use a wall in your school or take over an outdoor wall and ask people to make their pledges public.

Sample Petition

Start with a small paragraph at the top directed towards the person you're posting the petition to. (Handy tip: Have plenty of clip boards and pens with you when you're collecting signatures)

Dear Minister for Health, we are writing to you to inform you we are in complete opposition to cuts to the mental health hospitals in Ireland decision. We feel this action will harm the most vulnerable and we call on you to reverse your decision).

When you have finished collecting the signatures, send them off as quickly as possible. The worst thing that could be done would be to have the signatures left collecting dust on someone's floor when they could be out applying pressure.

And after you've collected and counted the signatures it's often a good idea to let group members and the school community know how much you have and also to let them know if you get a reply from whoever it is you were sending them to. This helps keep the group's morale up as there is evidence that they are making an impact and not just putting loads of energy into something pointless.

CHANGE BEHAVIOUR

Changing people's behaviour can be the most challenging part of any campaign. Whether you are trying to convince people to buy ethically, recycle, or change their food habits, making their changes last is incredibly hard to achieve. However, for the 17 Goals to succeed we must all start to make lasting changes. Here are a few tips for successfully changing people's behaviour.

The first is to get people to see the personal benefit of their behaviour change. "What's in it for them?". For example, will it save them money, will they become healthier or will they become fitter? The second tip is to focus on hope and not fear. Although fear can grab people's attention, it generally doesn't inspire change and can even lead people to giving up out of hopelessness. Instead try to make change easy (step by step), achievable and if possible fun. Lastly, give people a sense of solidarity 'we are in this together'. People want to feel they belong to a bigger movement and they are not just a drop in the ocean.

Just one spark could
light the fire of change

REVIEW ACTIONS

A review is essential in order to determine whether your actions have been successful or not. In order to measure your success, you must have set clear goals and targets at the beginning of the project as laid out in 'Get Started'.

Each action presents a different and unique set of challenges and opportunities. Once the action is complete, it's essential to find time to think critically about how your action impacted on your target audience. How did your audience respond? What actions were most effective?

By reviewing your actions and being honest about its impact, your group will learn lessons about what works and what doesn't. The lessons you learn will ensure fewer mistakes and you'll learn to quickly identify what a successful action and result look like. Build these lessons into your next action and the change you want to see is far more likely to become a reality!

The goal is to set bigger challenges for your group each time – by understanding the factors that contribute towards your success, or alternatively the factors that let you down (most of the lessons are of this kind by the way!), it is possible to be better prepared next time. Remember knowledge is power and your group are the ones best qualified to know what works in your school and community. By reviewing your actions, you're automatically better prepared and informed for the round.

Issue: Goals 12, 13, 14 and 15. Plastics are destroying our oceans and polluting the land, we need to reduce the amount of plastics used in our community.

Goal	Actions	Targets	Success	Rethink
Inform	Run an information stand on plastic water bottles	Speak to 50 people	Plastic bottle usage reduced	Next stand should be more creative or involve a stunt
Educate	Teach peers about ocean pollution and plastics	Deliver 5 workshops and teach 150 students	Good feedback from students. Interest from other teachers	Speak with teachers about delivering workshops
Build Partnerships	Meet local groups in the area to establish connections Contact local garden centres for sponsorship	Establish a partnership with a local group on the environment	Complete an action together	Make a long term strategy about future actions Get help from landscapers and gardeners
Make Noise	Repurpose plastic bottles to make planters for street bombing with plants, with messages about campaign	100 planters left throughout town	Planters get noticed and our message about water bottles is taken on board. Media pick up	Work with primary school children to take on project in schools. Educate and involve in one
Meet People	Speak with BoM & principal about running a campaign on plastic bottles and installing drinking fountains for students Speak with City Council members about installing public drinking fountains	Meetings held 3 Councillors agree to support and lobby on proposal	Agreement and fountains installed City agrees to install public drinking fountains	Ask Principals to speak with their colleagues from other schools about doing similar project. Who to approach for a meeting. Online campaign for the ones who refuse
Fundraise	Hold a school fundraiser to get 2 drinking fountains in schools	€2650 raised	2 drinking fountains installed in school. Posters framed with reasons why to use them instead of bottles	Poster competition to get better poster designs and raise more awareness.
Petition	Create a petition for councillors to get drinking fountains	2000 signatures	Petition influences decision-makers	Ask signatory to write a letter to their local Councillor
Change Behaviour	Reduce the use of bottled drinks	100 students take bottle free pledge	Bottles are less frequently used	How do we maintain awareness long term to prevent reappearing

DECIDE NEXT STEPS

Following your review, you now get to put those valuable lessons into action and decide on your next steps.

If you have managed to achieve your result, well done! Now it's time to figure out what's next for your group. You can decide to expand your campaign, go deeper into the issue or widen your audience. Together your group must decide exactly what the next success looks like and how it will be measured. Perhaps you want look at the bigger picture and see how the action you took locally, could be incorporated into either national or global actions. Could you build more partnerships? By incorporating your learnings and building on your success from previous actions, you can think bigger and ultimately achieve more.

If you haven't managed to hit your target this time, well done too! It takes a lot of hard work to get things moving and just because it didn't work this time, it doesn't mean that it has failed. By looking at the reasons it didn't work, you're now ready to design a better, more informed and successful action. It might involve changing your strategy, meeting more people or simply making more noise. Don't give up though – there are so many factors that determine whether an action is successful or not. The job this time is to get all those factors to line up in your favour!

Helpful to achieving the objective	**Harmful** to achieving the objective
STRENGTHS	**WEAKNESSES**
OPPORTUNITIES	**THREATS**

REPORT BACK

Imagine when you started planning your action being handed a huge list of lessons learned and reports on successful and failed actions – such a valuable tool.

This kind of knowledge is really powerful and can easily help you avoid mistakes and repeat successes of the past. It can also help transform a good idea into a great idea by pointing you in the right direction.

Bear in mind that new members will take over the group at a later stage and they'll be at a huge advantage with this kind of information to hand.

They will spend less time figuring out the past and can jump straight into building on your current success.

Recording your experience is vital but sharing this information is how we will build our collective knowledge and experience. By sharing plans, updates and the results of your actions with UNICEF and other activism groups around Ireland, we can all learn from each other and take inspiration from our creativity and boldness.

Together we will form a movement of youth activists who are committed to creating a better world. Our success depends on all of us sharing and spreading our influence. Solidarity with like-minded people will help us to convince others of the behaviour change that is needed. Action in each of our communities will motivate our friends, families and influencers to think about their role in creating a more just and sustainable future.