

YOUTH ID

YOUNG LEADERS & ADVOCATES PROGRAM

WORKBOOK

November 27 - December 18, 2020



WEEK FOUR: "ADVOCACY ACTION PLAN"

THE OBJECTIVES OF THIS WEEK ARE:

- Present an advocacy action plan for the cause chosen by each participant.
- Reflect upon the learnings of the program and the next steps.

Congratulations!

You have made it to the last week of the Young Leaders & Advocates program. Throughout this month you have been learning more about the real meaning of leadership and advocacy, and what skills we require to become effective leaders and changemakers that guide their actions by the truth, ultimately searching for the wellbeing of all.



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There's one thing we want to remark before concluding: To become great leaders, it is important to have passion, work on our objectivity, and practice to become good listeners and effective communicators; however, there's one thing that will consolidate all these aspects, and that thing is VIRTUE[1]. Virtue is what will allow you to make the best use of your skills and talents for good. In the end what will allow a person to become a great leader is developing the virtues of humility, fortitude, justice, temperance, and prudence. These virtues are required for any good leader because they perfect our human nature and our relationship with others and our surroundings. Humans are social beings by nature, and due to this, a person that learns to govern her/himself can therefore be more effective when trying to guide others in the best way and for a common greater good. However, don't see all of this as a checklist to become a leader, all of the skills and virtues we have mentioned are a path and you can start advocating while working on these skills and virtues without delaying your plans. Life is a journey of constant improvement, so don't let anything stop you, let your advocacy journey begin.

For this last week, your task is to create an Advocacy Action Plan for the cause you have chosen for this program. Think about concrete actions you can start taking now to have an impact on the causes you're interested in. The road to change is traveled one step at a time, the important thing is to decide to take that first step. We encourage you to think about specific actions you can start taking and why not invite friends to help you in the development of these actions?

[1] As defined by the Cambridge Dictionary, virtue is a good moral quality in a person, or the general quality of being morally good.



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Let's see the example of young people that are changing the world today. For example, Malala Yousafadi, the Pakistani girl who began her advocacy for girl's right to education through social media. After her attack, she wasn't discouraged, and she continued to advocate for the education of girls and women everywhere. She won a Nobel Prize for her activism in 2014, and graduate from Oxford University this year.

Another example that it is never too early to become an advocate is Greta Thundberg and the Fridays for Future movement. It all started with Greta Thundberg, a middle school girl who refused to go to class as a sign of protest for the lack of action on the climate crisis. Her plan was to sit in front of the Swedish parliament with a post saying, "School strike for Climate", for every school-day during 3 weeks. At first it was only her, but soon more students joined her. She posted what she was doing on Twitter and Instagram and it soon went viral. Today "Fridays for Future" is a global movement adopted in more than 7,500 cities with more than 14 million people involved[2]. And it all started with a 15-year-old Greta, who was brave enough to take that first step, and because of this she inspired others to join her in the same cause. This can also be you, find your voice. The time to write our history and improve our reality is NOW.

[2] Friday's for Future Official webpage: <https://fridaysforfuture.org>



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TASKS OF THE WEEK

For this week you need to:

- Develop your Advocacy Action Plan following the format provided below.
- Listen to the song at the end of the document for some musical inspiration for your work.

ADVOCACY ACTION PLAN FORMAT:

Advocacy Action Plan	
Step 1:	Describe your "cause" what situation do you want to change? Who are the ones affected by it?
Step 2:	What change will you advocate for? Describe your objectives.
Step 3:	What specific actions will you take?
	a. Action
	b. Schedule
	c. Resources needed
Step 4:	Evaluation - Monitor the effectiveness of your advocacy plan. Define goals and set indicators to evaluate the level of achievement of those goals.

In the next page you will find an example of an advocacy action plan developed using this format.



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EXAMPLE

Advocacy Action Plan			
Step 1:	My school does not have any form of recycling in any of its facilities. Even though there is no formal recycling system in my city, there are recycling companies that could receive and recycle the sorted waste from source, reducing the quantity of waste accumulated in wastelands or that end up littering my city's streets and water sources. In the end, not recycling affects the population as a whole.		
Step 2:	I want to advocate for an improve of the waste management in my university campus. Objectives: a. Raise awareness on campus about the importance of reducing waste. b. Teach students how to sort their waste appropriately. c. Motivate students to use reusable containers instead of disposable ones. E.g: Water bottles, eco-cups, Describe your objectives.		
Step 3:	What specific actions will you take?		
	a. Action	b. Schedule	
	1. Organize a dialogue session and publish an open invitation for students to join the mission.	15JAN-30JAN	
	2. Design a cool online campaign to raise awareness of the importance of reducing waste on campus, tips for doing it, and it's consequences. (weekly posts). This would be done through posts, stories, and tiktok videos that will be published on the mission's different accounts.	15FEB-ONGOING	
	3. Start a petition for the university to buy appropriate bins to sort the waste correctly. If the petition is successful and the bins are bought, we will organize an informative campaign where with a group of students, we will go to every classroom to explain how to sort their waste, and the importance of doing so. We will also get in contact with local recycling companies that can collect the sorted waste from the university campus.	Petition: 15-JAN	Informative Campaign: 1-MAR
Step 4:	Action 1: Amount of students that join the movement. Initial aim is 10 students. Action 2: Number of follows, views, likes, and shares of our social media account posts. E.g: Aim is 100 followers the first month. Action 3: If the school agrees, number of bins assigned for sorting waste. Aim is 2 recycling sections per cafeteria, and 1 section per every three classrooms. Start a comparative measure of how the recycling quantities increase or decrease from month to month.		

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TASKS OF THE WEEK

A BIT OF MUSICAL INSPIRATION FOR YOUR WEEK:



- "Someone Special" by Coldplay

Link to Lyric Video:

<https://www.youtube.com/watch?v=z9BPMjL44Aw>



PARTNERS

THIS PROGRAM WAS DONE IN PARTNERSHIP WITH:

