



**the  
world  
YOUTH  
want**

Name:

Country:



## Introduction

The Youth Influencing Workbook is designed to help you and your peers create an Advocacy Plan for influencing the Post 2015 MDGs. An Advocacy Plan is important because it gives you a roadmap to follow.

**Like a roadmap it should help you to see clearly:**

a) Your destination **(GOAL)**



b) Your route **(OBJECTIVES)**



c) Road marks & milestones **(ACTIVITIES)**



d) Distance **(TIMELINE)**



**As with planning any trip, you also need to also think about the following factors before you set off:**

e) Your travel party eg navigator, driver, logistician **(ROLES & RESPONSIBILITIES)**



f) Guides and Support **(ALLIES)**



g) Supplies **(RESOURCES)**



In this workbook, you will find some simple questions and exercises to help you think through your Advocacy Plan.

## Recap



**RECAP.** Let's review the key information that you have learned through discussions with your peers.

What are the key issues you have selected to advocate on in your national context? When creating your Advocacy Plan, you need to keep your issue analysis and evidence in mind. Your analysis is how you understand your issue. By giving concrete examples of your issue, you can help others understand how the issues are impacting your society.

ISSUE	EXAMPLE	EVIDENCE
a. Poverty	Families cannot afford to send their children to school	20% dropout rate due to high school fees in X country, town, or village based upon interviews
b.		
c.		
d.		
e.		
f.		

# 1

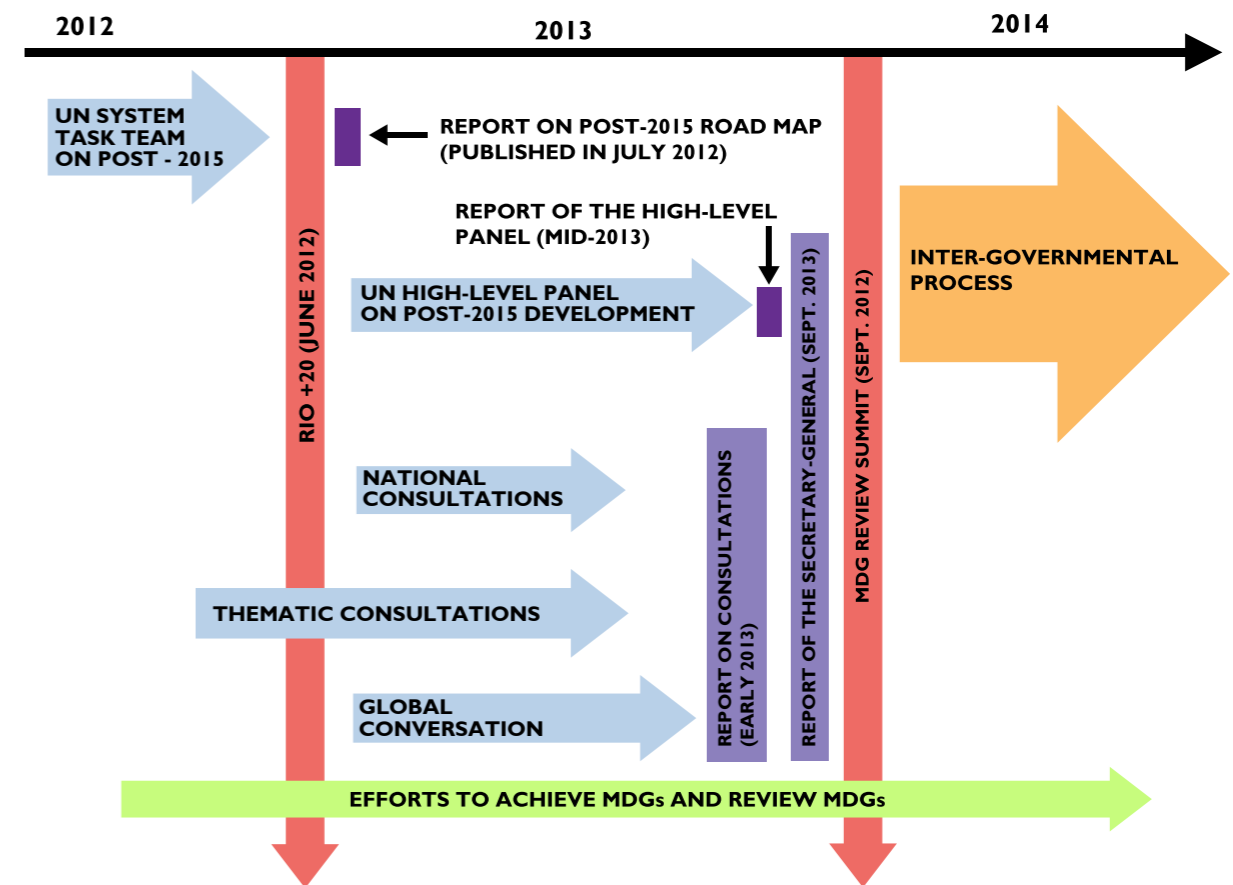
## Review of the Post 2015 process & what's happening...

With the 2015 deadline for the Millennium Development Goals approaching, and the emergence of complex challenges like climate change, the process to formulate a new development agenda –usually called the post-2015 agenda– is already underway. In a nutshell this process has four main components.



The National Consultations	<p>A consultation is a process through which people are asked about their aspirations, ideas and opinions about a particular issue, in this case the post-2015 agenda.</p> <p>One of the flaws of the Millennium Development Goals was that ordinary citizens were not asked about what they wanted them to be. So to address this issue, the United Nations is working with national governments to carry out consultations in 50 countries around the world, in which citizens and civil society organizations can participate. In each country, the process will be different.</p>										
The Thematic Consultations	<p>In addition to the national consultations, United Nations agencies will be conducting consultations on nine topics that have been deemed important for the post-2015 process. These topics are:</p> <table border="0"> <tr> <td>1. Growth and employment.</td> <td>5. Conflict and fragility.</td> </tr> <tr> <td>2. Inequalities.</td> <td>6. Health.</td> </tr> <tr> <td>3. Food security and nutrition.</td> <td>7. Education.</td> </tr> <tr> <td>4. Governance.</td> <td>8. Environmental sustainability.</td> </tr> <tr> <td></td> <td>9. Population dynamics.</td> </tr> </table>	1. Growth and employment.	5. Conflict and fragility.	2. Inequalities.	6. Health.	3. Food security and nutrition.	7. Education.	4. Governance.	8. Environmental sustainability.		9. Population dynamics.
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The Global Conversation	<p>In addition to all this, the United Nations has also created a website for citizens and civil society organizations to participate in the discussion around the post-2015 agenda. The website was launched in August 2012, at <a href="http://www.worldwewant2015.org">www.worldwewant2015.org</a>.</p>										
The United Nations High-Level Panel	<p>A high-level panel is just a group of high-profile and expert people that get together to discuss and make recommendations on a certain issue, in this case the post-2015 agenda.</p> <p>The High-Level Panel on Post-2015 Development Agenda has 26 members and is led by the Primer Minister of the United Kingdom, and the presidents of Liberia and Indonesia.</p> <p>Among them, there is relatively young and impressive young woman, who won the Nobel Peace Prize in 2011: Tawakel Karman, from Yemen.</p> <p>The panel will feed from the results of the national, thematic and online consultations. They will meet for the first time in September 2012, and by mid-2013 they are expected to submit a report.</p>										

As you can see, a lot of things are taking place at the same time and there are many spaces for citizens –yourself included– getting involved in the process. Here is a timeline that can give you an idea of how things will unfold. Of course, there is always the possibility that things change along the way, so it is important that you keep yourself informed.



## 2

### Power Mapping



Considering the process above, let's do a power mapping exercise to identify your opportunities to influence, and who you want to influence as part of this process.

#### Mapping your Decision-Makers

Before you start advocating, you need to know who you are trying to influence!

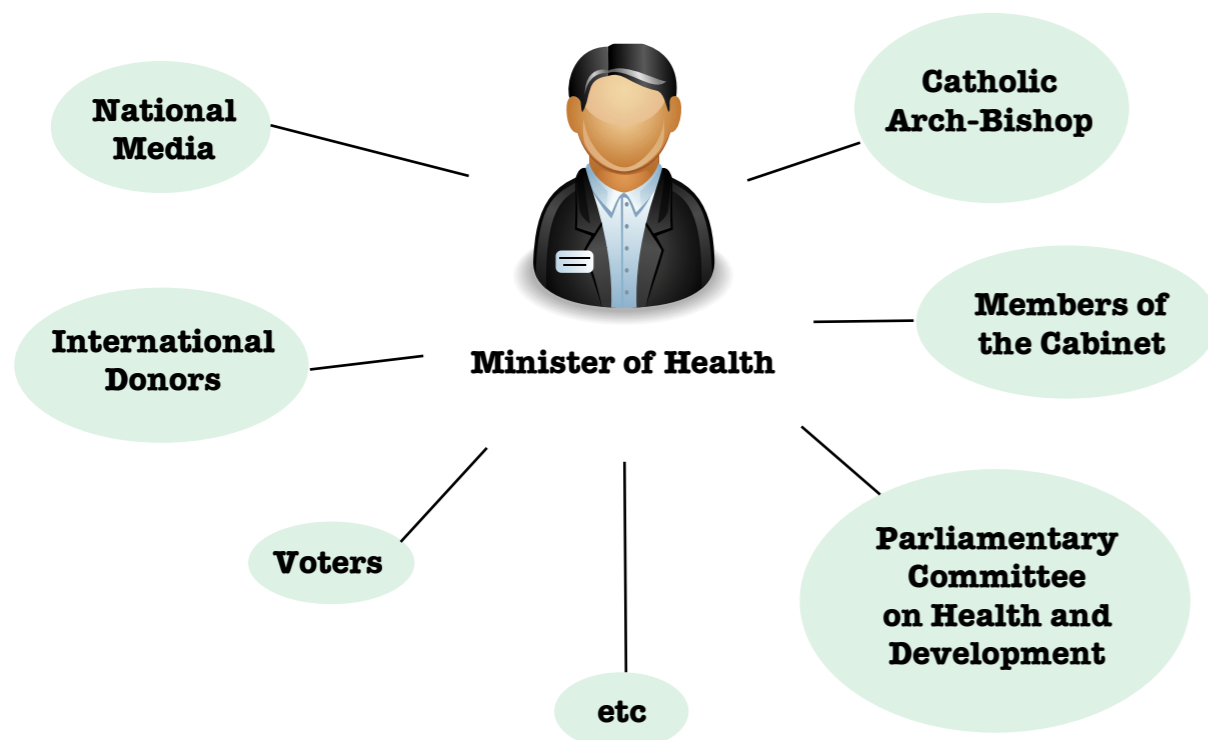
This will affect what activities you choose to do. Ask yourself, who has the power to change the situation? Who do those decision-makers listen to? You may need to influence, or partner with those people or groups too.

Here are some examples of people you might need to influence:

- Government officials
- Members of Parliament
- Local Politicians
- City Council members
- School Board members
- Local Media

Below is a simple way of mapping this visually.

As a group, draw up your own Decision-maker map. You might need to do more research to find out who they are.



## 3

### Mapping Your Allies



Advocacy is about influence. It is rare for one individual, or for a small group or individuals to be able to achieve change alone. To make your voice stronger, you need to team up with others who support what you are trying to achieve. These people, or groups, are you Allies!

When you start to create a list of Allies, think of people or groups you already know, and then expand to people you would like to know. To help you brainstorm your connections, you can easily create a visual map.

#### EXERCISE - Circle of Influence

First of all, brainstorm the people or groups you know. Start with you and your group of peers in the middle. Then write in contacts from your local community and map them on the circle. Then start to move outwards, and map your contacts at the District, National and then International level. Lastly, write in (in a different colour pen) the contacts you would LIKE to make.

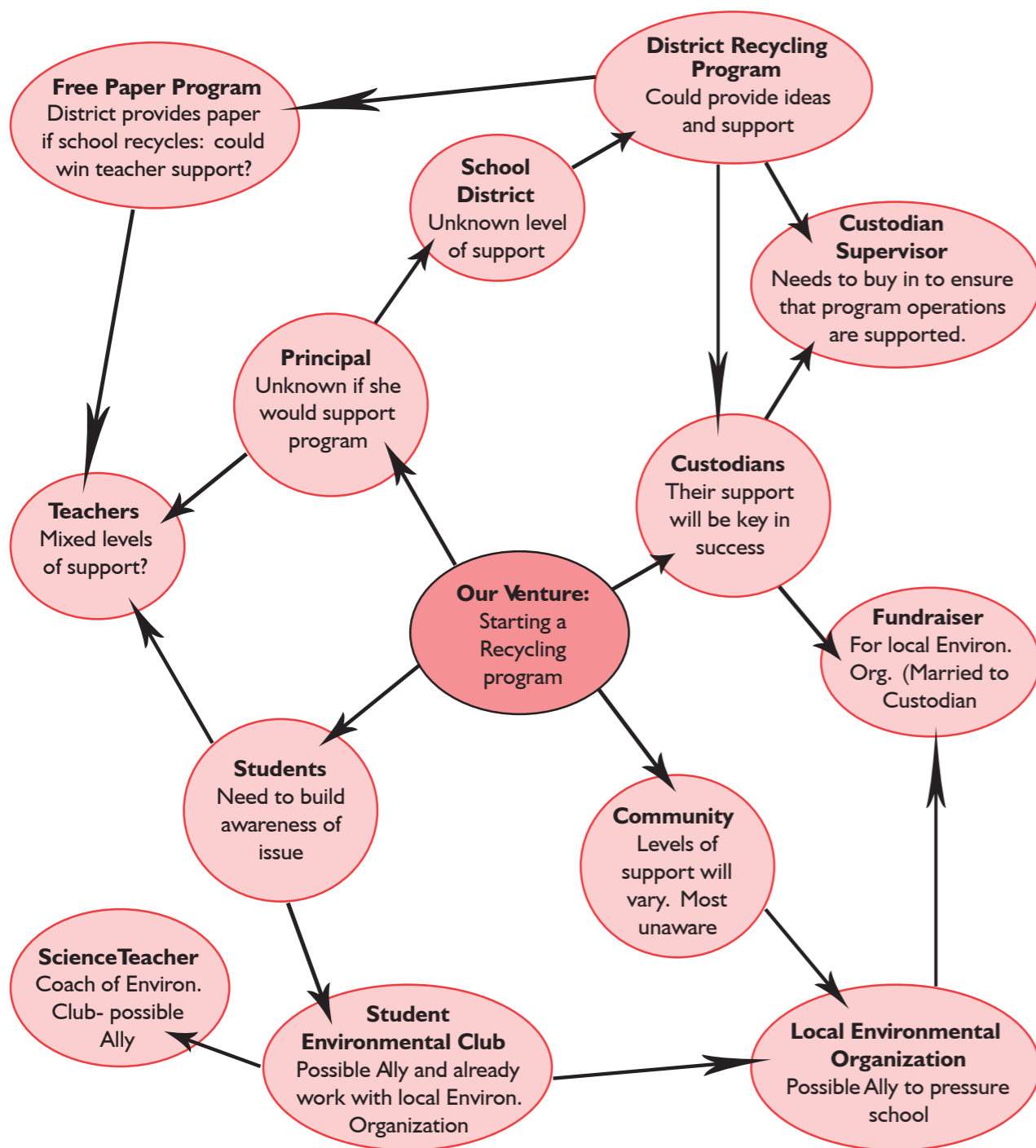
Below are some people you may want to include in your circle of influence:

- Your own extended family
- Your friends' parents and other family members
- Your teachers, advisors, coaches, tutors, and clergy
- Neighbours and classmates
- Individuals you meet at conferences, workshops, or events
- Members of clubs, religious groups, and other organizations to which you belong
- Local media
- Organizations near where you live or go to school



## EXERCISE - Mapping Your Network

It is useful to see how your network of contacts interact with each other. Map out a web to show you how your contacts are connected. Make a note of where they stand on the issue, if you know this eg are they already a strong supporter? There is an example for you below from a group of youth who wanted to start a recycling program<sup>1</sup>.



## 4

### Set SMART Advocacy Goal(s) and Objectives

Remember SMART Goal(s) and Objectives are:

- Specific**
- Measurable**
- Achievable**
- Realistic**
- Time-bound**



#### Example of a SMART Goal:

**At least two youth recommendations are published in the UN's National Consultation Report in Armenia in 2013**

#### Examples of SMART Objectives:

- ✓ Develop and launch a website by January as a platform to share our research, media products and policy positions.
- ✓ Mobilise 2000 young supporters in 4 districts to lobby for inclusion of Youth 'Must-Haves' in the post MDG framework.

#### Examples of a non SMART Goal:

- Youth voices are heard.

#### Examples of non SMART Objectives

- ✗ Increase awareness of youth issues. This goal is vague, is not timebound or measurable.
- ✗ Conduct a fundraising event. This goal does not say when this will take place, or who/what the event is targeted at.

<sup>1</sup> Courtesy of Ashoka Youth Venture (2007), available online at <<http://www.genv.net/>> accessed 4 September 2012

## EXERCISE

# 5

### Plan to accomplish Your SMART Objectives

So far you have a) selected your issues to advocate on; b) identified the goal(s) you want to achieve through your advocacy; and c) determined your objectives that will help you accomplish your goal. Now it is time to break down your objectives into specific tasks (for example, host a community meeting to present the results of your research). Use the chart below to list all the tasks you will need to accomplish in order to reach your SMART objectives.

Set 1 SMART Goal for your group at the national level	
1	
Set 2-3 SMART Objectives for your group at the national level	
1	
2	
3	

Objective	Activities: What needs to be done to make this a reality?	Who Will Do This?	By When?
Objective #1	1. eg write & release press releases		
	2.		
	3.		
	4.		
Objective #2	1.		
	2.		
	3.		
	4.		
Objective #3	1.		
	2.		
	3.		
	4.		

**Here are some ideas to get you going...but remember, your activities should be designed to help you reach your change objectives so plan carefully and feel free to be creative.**

**Examples of Activities:**

- **Participate in discussions** - create or participate in online and offline discussion groups.
- **Start a Postcard campaign** - Use the WYW Postcards (or design your own) to distribute to your peers, around schools and community centres.
- **Create a Local Action group** - Start by reaching out to your peers and those with a common interest in advocating for the Post MDG framework and develop a volunteer base to help you mobilize the community.
- **Publish articles and documentaries** - Based on your research and investigation on issues affecting youth in your country and community, create stories, articles or multimedia pieces that can be shared in the local media or on the internet.
- **Launch an art contest or exhibition** - Showcase your artistic talent while raising awareness of issues affecting youth and the future you desire.
- **Host an awareness raising concert** - Showcase your musical skills by hosting a concert that will get more young people excited about joining your cause.
- **Organise a public forum to discuss Post MDGs** - Invite politicians, media, civil society, youth organizations, academics and general public to have a debate on the MDGs and how you can help shape the world you want together.
- **Start an educational blog or Youtube channel** - work with local journalists or community media to support a program that educates the community about youth issues and the future of the MDGs.
- **Prepare and adopt a statement outlining your 'Must-Haves'** - ask youth, civil society and the general public to sign on to the statement. Why not encourage your city council, civic group or local Politician to endorse the statement, and present it to your national government.

**6**

**Timeline of Goals and Tasks**



Starting with the current month, try to fill in the months, and indicate which tasks or activities will be happening that month. When setting your timelines, keep in mind important dates/meetings or events you could link up with e.g International Youth Day (12 August), UN High Level Panel meeting, meeting of Parliament etc. You may have to do some research first to find out when those important dates are!

<b>Month 1:</b> Activities	<b>Month 2:</b> Activities
<b>Month 3:</b> Activities	<b>Month 4:</b> Activities
<b>Month 5:</b> Activities	<b>Month 6:</b> Activities
<b>Month 7:</b> Activities	<b>Month 8:</b> Activities
<b>Month 9:</b> Activities	<b>Month 10:</b> Activities
<b>Month 11:</b> Activities	<b>Month 12:</b> Activities
<b>2nd Year and Beyond!!!</b>	



# 7

## Team Roles and Responsibilities



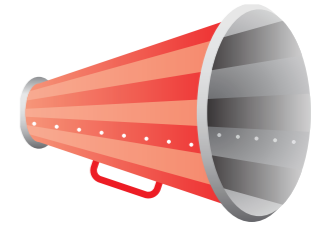
Each team member needs to clearly understand their roles and responsibilities. This helps to ensure that activities are carried out to plan, tasks are shared, and that everyone gets a chance to make a contribution. Clear roles and responsibilities make for a more efficient and effective team!  
 In your group, start to fill out this template. By signing the above, you are showing that you have seen and agree to the responsibilities designated to you.

Team Member:	Team Member:	Team Member:	Team Member:
Role:	Role:	Role:	Role:
Responsibilities:	Responsibilities:	Responsibilities:	Responsibilities:
Member signature	Member signature	Member signature	Member signature

# 8

## Resources

**WAIT.** Before you start your advocacy activities, make sure you have counted the cost. Do you have the right supplies to implement your Advocacy Plan? Do you need to fundraise? Do you have enough volunteers? What strengths or talents do you have on your team which you can use? These are all important factors to think about. Here is a checklist of questions to help you think it through.



- ✓ What supplies will we need to complete each activity?
- ✓ Do we need any budget to support our activities?
- ✓ What can we do to fundraise for extra support?
- ✓ What access to resources do we already have? (eg meeting space, computer, equipment). Can we borrow the things we need from our contacts?
- ✓ What skills do we have within our group that we can use? (eg graphic design, research, writing, photography)
- ✓ Are there any skills that we need but we don't have? Who will we reach out to?

### EXERCISE

Go back and look at your activities one by one. Where can you see some gaps in resources? Here is a simple table to help you plan out how you will address any gaps in resources.

Activity	Resource Needs / gaps	Plan to address
Eg Host a press conference on youth perspectives of Post MDGs	Video camera	Ask to borrow from School Journalism group.



freedom peace equality

equality youth empowerment

community

care

love

youth

empower

child safety

employment support

environment

child protection youth

peace freedom equality

equality youth empowerment

community

care

love

youth

empower

child safety

employment support

environment

child protection youth

peace employment

equality sustainability

community

care

love

youth

empower

child safety

employment support

freedom

child protection

peace employment

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employment support

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child protection

peace environment

equality sustainability

community

care

love

youth

empower

child safety

employment support

freedom

child protection