Scotland's #IWill4Nature Campaign

Supporting Year of Coasts and Waters
A campaign to increase the opportunities for young people to connect with nature and the environment!
When?

It all starts on Monday 18th November, the beginning of #IWillWeek 2019 and will run throughout 2020.

Say #IWill

Make a pledge and take action to ensure young people have a voice in environmental decision-making!

We need more people from across society to support and campaign for young people’s voices to be meaningfully included in decisions which impact our planet. We’re calling on youth workers, schools, voluntary organisations, businesses and health care settings to join with us and challenge local and national government to take action on including young people’s voices!

Help us build a campaign that really changes the future for our young people and our planet. The campaign is being run by Scotland’s young #IWill ambassadors and YouthLink Scotland. We all need to take action if we want to ensure a positive future for our planet. Regardless of which sector you work in, it’s time to take action, celebrate the

#PowerOfYouth

and say

#IWill4Nature!
What is #IWill4Nature?

#IWill4Nature is a sub-campaign of the #IWill movement in Scotland. We believe all young people should be supported and feel empowered to make a difference in their communities, society and the environment. That’s why #IWill aims to make participation in social action the norm for all young people.

Social action includes activities like volunteering, mentoring, peer education, campaigning, activism, involvement in decision-making platforms and fundraising. Too often society fails to listen to young people’s views and recognise their ability to make a positive difference. That’s particularly the case for young people who experience additional barriers to participation such as living in marginalised communities or low income households. We believe that young people aren’t just the leaders of tomorrow! They have the energy, skills and ideas to change society and the environment for the better today!

As the recent youth climate strikes have shown, young people care passionately about the environment and want to see action taken to tackle current and future threats. To coincide with Scotland’s Year of Coasts and Waters, in 2020 YouthLink Scotland will be championing #IWill4nature: a partnership between young people and cross-sector organisations to grow participation in high quality environmental youth social action. We want to see a continued legacy of Year of Young People 2018 and doors continued to be opened for young people to have the platform to make a difference within society and the environment. This is why now is the time to say #IWill4Nature!
What are we calling for?

- All 32 local authorities to host a planning and environment committee that is co-led by young people, within Scotland’s 2020 Year of Coasts and Waters
- Cross-Sector organisations to build a movement supporting more young people to have a voice and take action for the future of our planet!

The campaign in a nutshell

As with any successful campaign, we must know our target audience, what is the key message we wish to communicate and what will be the impact? What do we wish to change and what does success look like?

- The Audience is decision makers and influencers in parliament, local government and policy bodies
- The Message we are communicating is that more young people’s voices need to be meaningfully embedded in environmental decision-making at local and national levels
- The Impact is that decision makers and influencers:
  - Pledge to support the #IWill4Nature campaign
  - Co-lead a planning and Environment committee with young people in 2020
  - Commit to embedding young people’s voices in decision-making and ensure they play a key role in the future of environmentalism in Scotland
Key messages

- The impact of environmental youth social action on young people
- The impact of environmental youth social action on society and the environment
- The right of young people to have a voice in decision-making on issues that matter to them

What can you do?

- Take action during #IWillWeek, it’s all starting on Monday 18th November 2019 for 7 days. You can find inspiration and resources in our #IWillWeek partner pack
- Support young people to be involved in the campaign
- Spread the word through your networks and encourage partners to engage with the campaign
- Share examples of young people making positive contributions to the environment on your social media channels
- Showcase how your organisation is supporting environmental youth social action by sending us a case study to feature on our website
- Co-produce your plans with young people for Scotland’s Year of Coasts and Waters – you can find useful resources, logos and top tips on the Visit Scotland website
What will #IWill in Scotland do?

- Influence national and local politicians in partnership with Scotland’s #IWill ambassadors to commit to hosting an #IWill4Nature environment and planning committee meeting.

- Write directly to key local politicians in every local authority, as well as Chief Executives to support the #IWill4Nature Campaign.

- Seek cross-party talks with the main political parties in Scotland and gain support for the campaign through a dedicated #IWill4Nature children and young people’s cross party grouping in June.

- Send our call to action and messaging to all politicians, both local and national, as well as key influencers.

- Communicate and share examples of young people making positive contributions to society through partner case studies, social media and press.
The Action plan
Key dates

Join us for 5 days of action – here are the themes for each of the days during #IWill Week 2019:

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<th>Prioritise</th>
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<td></td>
<td>■ Share a case study that shows how you’re prioritising environmental youth social action in your organisation</td>
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<td>■ Ask a young person to interview a senior leader about youth social action</td>
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<td>■ Contact your local councillor - use our template letter</td>
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<td>■ Profile your young trustees, young advisors or how you’re involving young people in decision making about the environment</td>
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<td>■ Invite a young person to do a social media takeover</td>
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<td>■ Share a case study of an environmental programme where you’ve worked in partnership with and for young people</td>
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<td>■ Tag organisations you love working with and encourage other to get involved</td>
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<td>■ Spotlight a case study on environmental social action where you’ve seen the benefit to individuals and the community/ environment, or share a statistic about the benefits of the type of social action you support</td>
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<td>■ Showcase times when you’ve recognised the young people you know are making a difference</td>
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<td>■ Tag 5 young people you want to recognise and celebrate for their contributions to the environment</td>
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Remember to tag us @YouthLinkScot and use #IWill4Nature hashtag
What's next...

The campaign will run throughout 2020 so there will be lots more opportunities to engage.

If you would like to be kept up to date as the campaign progresses please email iwill@youthlinkscotland.org and we will notify you with future opportunities.

Here is a snapshot of some examples:

- Cross - Party Group for Children and Young People on the topic of environmental youth social action in June

- An environmental focussed "The Link" magazine produced in Spring or Autumn 2020

- Local authority planning and environment committee meetings in 2020. Dates to be confirmed

- Volunteers Week (June 2020) to showcase the difference young people are making for the planet

The important thing to remember is that #iWill4Nature is an ongoing campaign throughout 2020 so please engage by using the hashtags on social channels and updating us on any new developments or progress in your organisation.
Engaging with the campaign online

During 2020 we are asking young people, youth work organisations, schools and colleges, businesses, health and social care settings and environmental organisations, including high profile figures, to champion the #PowerOfYouth and share the impact that young people have on society and the environment.

Use the #IWill4Nature, #IWill, #PowerOfYouth and #YCW2020 hashtag and tag @YouthLinkScot, so we can share your work.

Our campaign hub

Keep an eye on the #IWill page of our website for campaign updates.

https://www.youthlinkscotland.org/programmes/iwill-in-scotland/
Example social media posts

This section has some example social media posts that you can use during 2020. However, please feel free to create your own and tag us in them @YouthLinkScot on Instagram, @YouthLinkScot on Twitter and YouthLink Scotland on Facebook.

■ We’ve pledged to the #IWill4Nature campaign to mark our commitment to support ALL young people to be able to make a difference to our environment and planet. [link to your #IWill Pledge here] #PowerOfYouth

■ We believe in the #PowerOfYouth to take positive action for the benefit of our environment. You should too. Go to: www.youthlinkscotland.org/programmes/iwill-in-scotland to find out more and say #IWill4Nature

■ Young people aren’t just the leaders of tomorrow, they can make a real impact to the environment today. At [organisation name], we’re celebrating the difference young people are making through #IWill4Nature!

■ Society too often fails to listen to young people’s views and recognise their ability to make a positive difference. Join us in celebrating the #PowerOfYouth and champion #IWill4Nature!

■ Young people aren’t just our future leaders. They are leading and taking action today to ensure that we all have a future tomorrow! That’s why we’re championing #IWill4Nature!
Engage with the campaign offline

With all good campaigns, the online and the offline need to be there for success! Here are a few things you can do to support the campaign offline.

- Send a letter to your Councillor, (see template)
- Tell great stories of impact to your networks
- Have a nature themed photoshoot
- Create an event – invite your local councillors and demonstrate why they should pledge to #IWill4Nature

Tell us what you’re doing and we’ll make sure and support you!

Get in touch: iwill@youthlinkscotland.org

Keep an eye on our website through the year for more resources!