

Organising SDG Awareness Workshops for Peers



How to plan it

STEP 1

Define the Workshop Goals

Clarify the purpose of the workshop, such as increasing awareness about the SDGs and inspiring participants to take local action.

1

STEP 2

Identify the Target Audience

Determine the age group, interests, and knowledge level of your peers to tailor the workshop content to their needs.

2

STEP 3

Choose Relevant SDGs

Select specific SDGs to focus on based on your audience's interests and the challenges faced in your community.

3

STEP 4

Prepare Materials and Tools

Gather infographics, videos, and interactive activities to make the workshop engaging and informative.

4

STEP 5

Secure a Venue and Resources

Ensure you have a suitable space for group discussions and presentations. Arrange necessary equipment, such as projectors or whiteboards.

5

STEP 6

Create an Agenda

Plan the flow of the workshop, including icebreakers, presentations, group activities, and time for questions and feedback.

6

Organising SDG Awareness Workshops for Peers



How to execute it

STEP 1

Welcome Participants

Begin the workshop with a warm welcome and an engaging icebreaker activity to create a comfortable and interactive atmosphere.

1

STEP 2

Introduce the SDGs

Present an overview of the 17 SDGs using visuals or videos. Highlight their importance and relevance to local and global challenges.

2

STEP 3

Facilitate Group Discussions

Divide participants into smaller groups and assign each a specific SDG to discuss. Encourage them to share ideas and relate the goals to community issues.

3

STEP 4

Incorporate Interactive Activities

Use tools like quizzes, role-plays, or mapping exercises to make the session engaging and ensure active participation.

4

STEP 5

Summarize Key Learnings

Conclude the workshop with a recap of the main points discussed. Allow participants to share their reflections and insights.

5

STEP 6

Encourage Follow-Up Actions

Provide ideas for follow-up activities, such as organizing small projects or campaigns. Offer resources to support continued engagement with the SDGs.

6

Organising SDG Awareness Workshops for Peers



How to evaluate it

STEP 1

Assess Engagement Levels

Observe participants' involvement during discussions and activities. Use this feedback to evaluate how effectively the workshop fostered active participation.

1

STEP 2

Collect Feedback

Distribute a short survey or conduct a group discussion to gather participants' opinions on the workshop content, activities, and overall experience.

2

STEP 3

Evaluate Understanding

Ask participants to share their key takeaways. Assess whether they can articulate the importance of the SDGs and their relevance to community challenges.

3

STEP 4

Review Group Outputs

Examine the ideas or action plans generated during group discussions. Check if they align with the workshop's objectives and promote meaningful engagement with the SDGs.

4

STEP 5

Track Follow-Up Actions

Encourage participants to implement ideas discussed during the workshop. Follow up to see how they apply what they've learned in their communities.

5

STEP 6

Reflect on Facilitation

Evaluate the effectiveness of the workshop structure and facilitation. Identify strengths and areas for improvement to enhance future sessions.

6

Organising SDG Awareness Workshops for Peers



Guidance notes

- **Set Clear Objectives:** Begin by defining the specific goals of the workshop, such as raising awareness about SDGs or encouraging participants to engage in community actions. Clear objectives help focus the session and measure its success.
- **Know Your Audience:** Tailor the workshop content to the knowledge level and interests of your peers. Use examples and activities that are relatable to their personal experiences and community context.
- **Use Engaging Visuals:** Incorporate infographics, videos, and interactive slides to make the workshop dynamic and visually appealing. Visual aids enhance understanding and keep participants engaged throughout the session.
- **Facilitate Active Participation:** Plan group activities that encourage collaboration and dialogue. Ensure all participants have the opportunity to contribute and share their ideas, fostering a sense of ownership and involvement.
- **Balance Information and Interaction:** Avoid overloading participants with too much information. Break up presentations with interactive activities, such as quizzes, role-plays, or brainstorming sessions, to maintain energy and engagement.
- **Provide Practical Takeaways:** Offer resources and action steps that participants can use after the workshop. This could include project ideas, links to SDG platforms, or templates for planning their own initiatives.
- **Reflect and Follow Up:** End with a reflection session to consolidate learnings. Encourage participants to share their next steps and provide a way to track progress, such as follow-up meetings or online groups.

Local SDG Mapping Activity



How to plan it

STEP 1

Define the Purpose

Clarify the objective: understanding how the SDGs connect to local challenges and opportunities. This helps participants identify actionable goals relevant to their community.

STEP 3

Choose a Mapping Format

Decide how the mapping will be presented, such as through infographics, physical maps, or digital tools like Miro or Google Maps.

STEP 5

Select a Venue and Tools

Find a suitable space for group work and discussions. Prepare materials like charts, markers, or laptops to support the activity.

STEP 2

Identify Key Stakeholders

Determine who can contribute valuable insights, such as local leaders, community organizations, or subject matter experts.

STEP 4

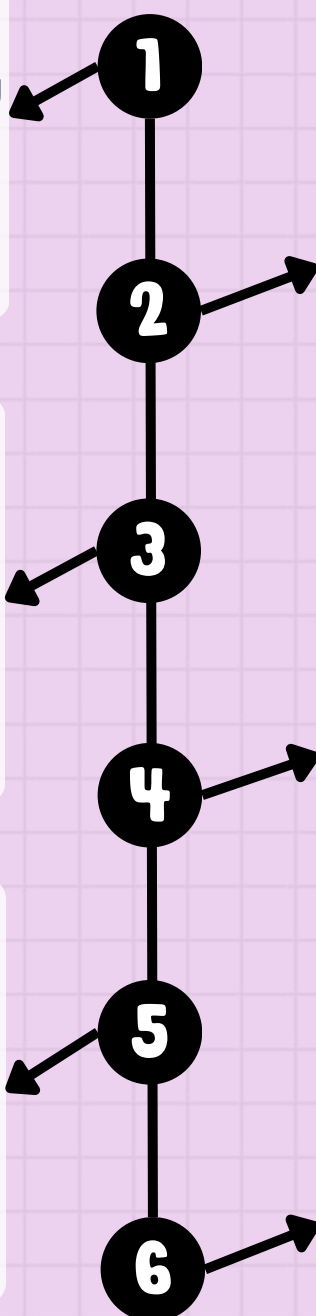
Gather Relevant Data

Collect information about community issues, resources, and initiatives that align with the SDGs. Reliable data enhances the activity's credibility and impact.

STEP 6

Create a Clear Agenda

Outline the activity flow: introduction, data collection, mapping, group discussions, and reflection. Allocate sufficient time for each step to ensure thorough engagement.



Local SDG Mapping Activity

How to execute it



STEP 1

Introduce the Activity

Start with an overview of the SDGs and their relevance to the community. Explain the purpose of the mapping exercise and its potential impact.

1

STEP 2

Divide into Groups

Organize participants into teams and assign each group a set of SDGs to explore. Encourage collaboration and idea-sharing throughout the process.

2

STEP 3

Collect Local Data

Guide groups to gather information about local challenges, resources, and initiatives. Use surveys, interviews, or community observations to enrich the data.

3

STEP 4

Create the Map

Each group designs a visual representation of their findings, linking local issues and resources to specific SDGs. Ensure maps are clear and informative.

4

STEP 5

Present Findings

Have each group share their map with the larger group, explaining connections and proposing potential actions to address identified challenges.

5

STEP 6

Discuss and Reflect

Facilitate a group discussion on the insights gained from the activity. Highlight common themes and encourage participants to identify next steps.

6

Local SDG Mapping Activity



How to evaluate it

STEP 1

Assess Engagement

Observe how actively participants contributed to discussions and mapping activities. High engagement indicates effective facilitation and interest in the topic.

STEP 3

Analyze Maps

Examine the maps for clarity and depth. Check if they effectively link local challenges and resources to specific SDGs, offering actionable insights.

STEP 5

Identify Common Themes

Analyze recurring issues or opportunities highlighted in the maps. Use these insights to guide future community projects or advocacy efforts.

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STEP 2

Review Data Accuracy

Evaluate the quality and reliability of the local data collected. Ensure the findings align with the SDGs and reflect actual community conditions.

STEP 4

Gather Participant Feedback

Use surveys or group discussions to understand participants' experiences. Focus on what they learned and how they plan to use the insights.

STEP 6

Track Follow-Up Actions

Encourage participants to implement their proposed actions and monitor their progress. Provide support to sustain their engagement with the SDGs.

Local SDG Mapping Activity

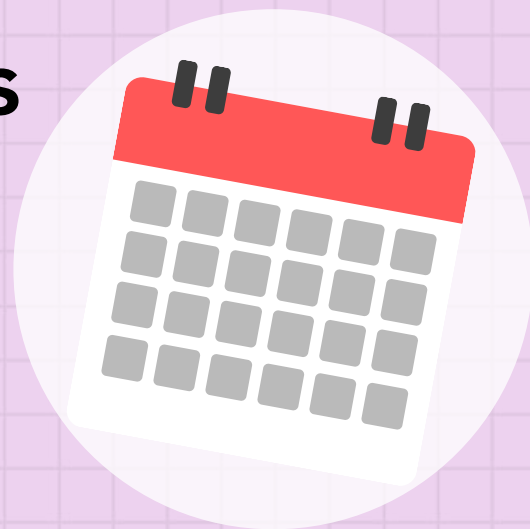


Guidance notes



- **Set Clear Expectations:** Begin by explaining the purpose of the mapping activity and how it connects the SDGs to the local community. Clear objectives help participants stay focused and engaged.
- **Tailor to the Audience:** Adapt the activity to the knowledge level and interests of participants. Provide additional context or resources if needed to ensure everyone can contribute meaningfully.
- **Use Accessible Tools:** Choose tools and materials that are easy to use, such as paper maps, markers, or digital platforms. Ensure participants feel comfortable with the chosen format.
- **Foster Collaboration:** Encourage teamwork by dividing participants into diverse groups. This approach promotes the sharing of varied perspectives and enriches the mapping process.
- **Provide Data Sources:** Offer guidance on where to find relevant local data, such as community reports or online resources. Reliable data is essential for creating accurate and impactful maps.
- **Encourage Creativity:** Allow participants to be innovative in how they present their findings. Creative approaches, like infographics or interactive maps, make the results more engaging.
- **Reflect and Act:** Conclude the activity with a reflection session. Highlight the importance of turning insights from the maps into actionable steps and encourage participants to take the lead in their communities.
- **Offer Follow-Up Support:** Provide resources or suggestions for next steps to help participants implement their proposed actions. Maintain momentum by checking in on their progress.

Youth-led Focus Groups on SDGs



How to plan it

STEP 1

Define the Objectives

Establish clear goals for the focus groups, such as understanding youth perspectives on SDGs or identifying actionable solutions for local challenges.

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STEP 2

Select a Target Group

Identify participants who are knowledgeable or interested in the SDGs. Ensure a diverse group to gather varied insights and experiences.

2

STEP 3

Choose the Discussion Topics

Select SDGs or specific targets relevant to the community or group interests. Focus on issues where youth input can make a meaningful impact.

3

STEP 4

Prepare Facilitation Materials

Develop a discussion guide with key questions, interactive tools like post-its or whiteboards, and any supplementary information on the SDGs.

4

STEP 5

Identify a Venue or Platform

Arrange a physical location or set up an online platform suitable for group discussions. Ensure accessibility for all participants.

5

STEP 6

Set a Schedule and Agenda

Plan the timing and structure of the session, including introductions, discussions, and time for summarizing key takeaways and next steps.

6

Youth-led Focus Groups on SDGs



How to execute it

STEP 1

Welcome and Introductions

Begin by introducing the purpose of the focus group and the selected SDGs. Allow participants to introduce themselves to foster a collaborative atmosphere.

1

STEP 2

Present the Discussion Topics

Provide a brief overview of the chosen SDGs or targets. Use visuals or real-world examples to set the context for the discussion.

2

STEP 3

Facilitate Open Dialogue

Encourage participants to share their perspectives and experiences. Use the prepared guide to ask open-ended questions and keep the conversation focused.

3

STEP 4

Encourage Creative Input

Incorporate interactive methods like brainstorming or role-playing. This fosters engagement and helps participants generate innovative ideas for addressing SDG challenges.

4

STEP 5

Document Key Insights

Appoint a note-taker or record the session (with consent) to capture important points, ideas, and suggestions discussed by the group.

5

STEP 6

Summarize and Conclude

Recap the main insights and proposed actions from the session. Thank participants for their contributions and outline possible next steps for implementing their ideas.

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Youth-led Focus Groups on SDGs



How to evaluate it

STEP 1

Assess Participation

Observe the level of engagement and contributions from participants. Evaluate whether the focus group created an inclusive and interactive environment.

STEP 3

Gather Participant Feedback

Distribute a feedback form or conduct a brief post-session discussion to understand participants' satisfaction and suggestions for improvement.

STEP 5

Measure Relevance

Check if the focus group successfully addressed the selected SDG topics. Ensure that the insights align with the session's objectives and community needs.

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STEP 2

Review Key Insights

Analyze the documented notes or recordings. Check if the discussions produced valuable perspectives and actionable ideas related to the SDGs.

STEP 4

Evaluate Facilitation

Reflect on the effectiveness of the facilitation methods. Identify what worked well and areas where adjustments could enhance future focus groups.

STEP 6

Plan Follow-Up Actions

Encourage participants to implement the ideas discussed. Track their progress and provide support for turning insights into impactful initiatives.

Youth-led Focus Groups on SDGs



Guidance notes

- **Set Clear Objectives:** Define the purpose of the focus group and ensure participants understand its relevance. Whether exploring specific SDGs or generating actionable solutions, clarity helps maintain focus throughout the session.
- **Create a Safe Space:** Foster an environment where participants feel comfortable sharing their thoughts and experiences. Emphasize respect and active listening to encourage open dialogue.
- **Use Engaging Materials:** Prepare visuals, data points, or case studies related to the chosen SDGs. These resources provide context and stimulate meaningful discussions.
- **Encourage Inclusive Participation:** Actively involve all participants by inviting quieter individuals to share their perspectives. Use methods like round-robin discussions to ensure balanced contributions.
- **Adapt to the Group's Dynamics:** Be flexible with your facilitation style. If the group is highly engaged, let the discussion flow naturally, but be ready to redirect if it goes off-topic.
- **Summarize Key Points:** At the end of the session, recap the main insights and proposed actions. Highlight common themes and ensure everyone agrees on the key takeaways.
- **Plan Next Steps:** Share ideas for follow-up actions based on the discussion. Offer to support participants in implementing the proposed initiatives or connecting with relevant stakeholders.
- **Document the Session:** Keep detailed notes or recordings (with consent) to capture the session's insights. Use this documentation to guide future initiatives and share results with the group.

Collecting Youth Narratives about the SDGs!

Planning your Project



STEP 1

Start by clarifying the purpose of your project. Is it to raise awareness about a specific SDG, or to understand which goals resonate most with young people?

STEP 3

Select whether the stories will focus on a particular SDG or explore a variety of SDGs that are most relevant to the young people's experiences.

STEP 5

Develop prompts to help participants start their narratives. For example, ask them how an SDG has impacted their life or community, or which SDG they feel passionate about.

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STEP 2

Decide who your storytellers will be. Will you collect stories from students, community youth groups, or a broader group of young people?

STEP 4

Decide how you will collect the stories. Will you conduct interviews, host workshops, or ask participants to submit their stories online?

STEP 6

Obtain consent from all participants and ensure that they feel comfortable sharing their stories. Emphasise that participation is voluntary, and ensure confidentiality if required.

Collecting Youth Narratives about the SDGs!

Digital Storytelling Techniques

STEP 1

Use digital tools like Google Forms, social media, or video submissions for young people to submit their stories. This can widen participation and make the process more accessible.

STEP 3

Host online or in-person workshops to teach storytelling techniques. Cover elements like narrative structure, emotional appeal, and how to use digital tools to enhance their stories.

STEP 5

Provide training or resources on free editing software like Canva. Teach participants how to enhance their stories using visuals, audio, and other digital effects.

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STEP 2

Allow participants to express their stories through various digital formats like text, video, photos, or audio recordings. This flexibility lets young people choose their preferred medium.

STEP 4

Offer feedback and guidance on their digital stories. Help participants refine their narratives to make them more compelling and ensure they clearly link to the SDGs.

STEP 6

Create a central hub (such as a YouTube channel) where you can publish the stories. This makes it easy for a broad audience to access and engage with the project.

Collecting Youth Narratives about the SDGs!

Promotion & Evaluating Success

STEP 1

Develop a social media campaign to promote the stories. Use hashtags related to the SDGs and create engaging posts to highlight each storyteller and their narrative.

STEP 3

Host a digital event, like a webinar or storytelling showcase, where participants can present their stories live. This can help further promote the project and the SDGs.

STEP 5

Conduct surveys or interviews with participants to gather their feedback on the storytelling process. Ask what they enjoyed, what they learned, etc.

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STEP 2

Collaborate with local youth or SDG-focused organisations to help spread the stories. They can feature the project on their websites, newsletters, or social media platforms.

STEP 4

Use analytics from your YouTube channel to track views, shares, and comments on the stories. This will help you understand which stories resonate most with your audience.

STEP 6

Evaluate the success of the project by assessing how well it met your objectives. Did it raise awareness about the SDGs? Did it inspire further action?

Digital Storytelling to Collect Youth SDG Narratives



Guidance notes



- Give young people a strong foundation by clearly outlining the project's goals and expectations, but empower them to take ownership.
- Create a safe and open environment where young people feel confident to lead and share their experiences. While you won't be directly involved in storytelling, your role is to provide emotional support and guidance when needed.
- Ensure that young people have access to the technical tools they need for digital storytelling, such as video editing software, recording devices, or online platforms. Offer guidance on where to find tutorials or resources, but let them explore and problem-solve on their own. Your role is to empower them to find the solutions, not to give them the answers.
- Help young people set up systems for collaboration, allowing them to work in teams, exchange ideas, and provide feedback to one another. Encourage peer-led discussions and brainstorming sessions, so they can independently develop and refine their ideas. You act as a facilitator, guiding the process without directing it.
- Offer guidance in storytelling techniques—such as narrative structure, emotional engagement, and clarity—through workshops or resource sharing. However, allow young people to lead the process of learning and applying these skills. Instead of teaching them directly, provide opportunities for self-led learning and reflection through mentorship.



Generation SDG
Deciphering the SDGs for the everyday lives of Youth

Design Community Surveys

Planning your Survey



STEP 1

Define survey purpose. Assess community's SDG awareness or identify improvement areas. Example: barriers to achieving SDG 4 (Quality Education).

1

STEP 2

Select SDG topics. Focus on relevant ones, like SDG 6 (Clean Water) for water concerns. Tailor questions to gather targeted insights.

2

STEP 3

Develop clear questions. Mix multiple-choice and open-ended formats. Example: "Rate your awareness of SDG 11 (Sustainable Cities) initiatives."

3

STEP 4

Pilot survey. Test with a small group to refine unclear questions. Use feedback to ensure clarity and accuracy.

4

STEP 5

Choose distribution method. Use online forms like Google Forms or printed surveys for those without internet access.

5

STEP 6

Ensure confidentiality. Include survey purpose, obtain consent, and guarantee anonymity to encourage honest responses.

6



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Design Community Surveys

Implementing Community Surveys

STEP 1

Promote survey. Use flyers, social media, and announcements to explain the survey's community benefits and SDG relevance.

STEP 3

Distribute survey. Use both online channels and offline booths in schools or community centers for broader reach.

STEP 5

Ensure accessibility. Translate surveys and offer paper versions to include all community members.

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STEP 2

Train your peers as volunteers. Teach survey distribution and SDG knowledge to answer participant questions effectively.

STEP 4

Monitor responses. Track survey submissions. If low, send reminders or extend deadlines to reach your target.

STEP 6

Gather feedback. Ask participants and volunteers for process improvement suggestions to refine future surveys.

Design Community Surveys

Analysing and Presenting Outcomes

STEP 1

Organise your data. Use tools like Excel to categorise responses by demographics and SDG focus.

STEP 3

Visualise results.

Create charts and infographics using Canva for clearer, engaging presentations.

STEP 5

Share your findings through social media, community events, and presentations - remember to engage stakeholders and those who took part.

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STEP 2

Identify insights. Analyse data trends. Example: low awareness of SDG 12 (Sustainable Consumption) indicates need for education.

STEP 4

Compile a report, and be sure to include key findings, recommendations, and next steps to guide future SDG-related actions.

STEP 6

Use insights for action. Use the findings to develop projects aligned with SDGs, like supporting SDG 2 (Zero Hunger) if data shows interest.

Design Community Surveys



Guidance notes

- Help young people define the purpose of their survey and link it with relevant SDGs.
- Ensure they understand how a well-designed survey can identify community needs and inform action.
- Support young people in creating clear, unbiased survey questions.
- Provide guidance on how to reach different segments of the community.
- Encourage young people to use both online tools and offline methods to maximise survey reach and ensure inclusivity.
- Educate young people on the importance of obtaining consent and ensuring confidentiality. This builds trust with participants and improves the quality of responses.
- Assist young people in organising and analysing survey data by teaching them how to use digital tools like Google Sheets or Excel to extract meaningful insights that can inform community action.
- Guide youth in creating visual reports and presentations to share survey results. This helps them effectively communicate their findings and recommendations to stakeholders.
- Once the survey is completed, work with young people to turn their insights into actionable projects; and help them develop strategies to address identified gaps and engage the community in solutions that support the SDGs.



Generation SDG
Deciphering the SDGs for the everyday lives of Youth

Engaging an Official

Planning Contact



STEP 1

Identify an SDG focus and understand its local relevance, like how climate action (SDG 13) impacts your community's environment.

1

STEP 2

Set clear goals, such as requesting support, funding, or policy changes. Defined objectives strengthen your case for action.

2

STEP 3

Research the official's role, priorities, and past actions related to your chosen SDG. This alignment improves engagement success.

3

STEP 4

Prepare focused talking points using data, examples, and community-specific impacts to highlight the SDG's importance.

4

STEP 5

Choose an effective engagement strategy—whether through formal letters, events, or petitions—to connect with the official.

5

STEP 6

Plan a timeline for outreach and follow-ups, ensuring prompt and consistent communication to maintain momentum.

6



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Generation SDG
Deciphering the SDGs for the everyday lives of Youth

Engaging an Official

Reaching Out



STEP 1

Draft a clear, professional email or letter introducing yourself, your project, and your request related to the SDG.

1

STEP 2

Consider using social media to initiate contact and raise awareness, tagging the official for visibility if appropriate.

2

STEP 3

If no response, follow up with a polite call, reiterating your request and offering additional information if needed.

3

STEP 4

Prepare thoroughly if granted a meeting, outlining key points, questions, and any supporting data for your SDG focus.

4

STEP 5

Involve other community members in meetings to show widespread support, which can strengthen your message.

5

STEP 6

After the meeting, send a thank-you note reiterating key points and your ongoing commitment to the project.

6



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Engaging an Official

Preparing for Meeting and Follow-up

STEP 1

Create a meeting agenda with clear topics, questions, and requests to keep the conversation focused and impactful.

1

STEP 2

Gather visual aids, reports, or testimonials supporting your cause to strengthen your case during the meeting.

2

STEP 3

Practice active listening during the meeting, adapting your approach based on the official's feedback or concerns.

3

STEP 4

Take thorough notes to capture the official's comments, commitments, and any follow-up actions for future reference.

4

STEP 5

Conduct surveys or interviews with participants to gather their feedback on the storytelling process. Ask what they enjoyed, what they learned, etc.

5

STEP 6

Evaluate the meeting's effectiveness, reflecting on achieved goals and areas for improvement for future engagements.

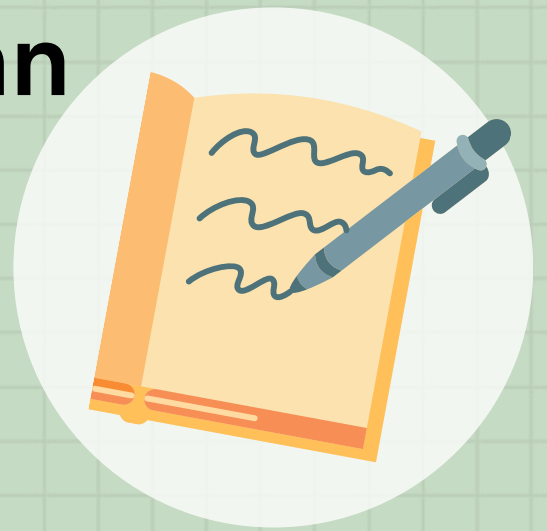
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Engaging an Official



Guidance notes

- Help young people research the background of the official, their past work, and current interests - understanding the official's priorities helps align their advocacy requests with the official's agenda.
- Review the outreach letters or emails developed by young people to ensure they are professional, focused, and linked with the SDG objectives.
- Guide young people in mobilising community support, such as collecting signatures for petitions or organising local events - demonstrating broad community backing strengthens their position.
- Assist in organising the meeting agenda, preparing materials, and coordinating logistics - this ensures young people are fully prepared and can focus on delivering their message effectively.
- Conduct role-playing exercises to simulate meetings with officials - this helps young people practice their presentation, refine their talking points, and build confidence in their communication skills.
- Support young people in developing follow-up emails and planning next steps.
- Remember to reinforce the importance of thanking the official and keeping the lines of communication open for future collaboration.

Plan Creative Campaigns, using art, music, drama, etc.



How to plan it

STEP 1

Define the purpose of your campaign

Clarify the purpose of your creative campaign. Is it to raise awareness about an SDG, inspire community action, or celebrate progress toward a goal?

STEP 3

Explore creative techniques

Plan how to use drama, music, storytelling, and art to address SDG topics. For example:
Storytelling: Share impactful stories of individuals or communities advancing an SDG.
Art: Design posters, or art installations to visually express ideas.

STEP 5

Plan resources and logistics

List the materials, venues, and tools needed. You may need costumes for drama, or art supplies.

STEP 2

Identify your audience

Understand who your campaign is targeting (e.g., school students, community members, or policymakers). Tailor your creative mediums and messaging to the preferences and interests of your audience.

STEP 4

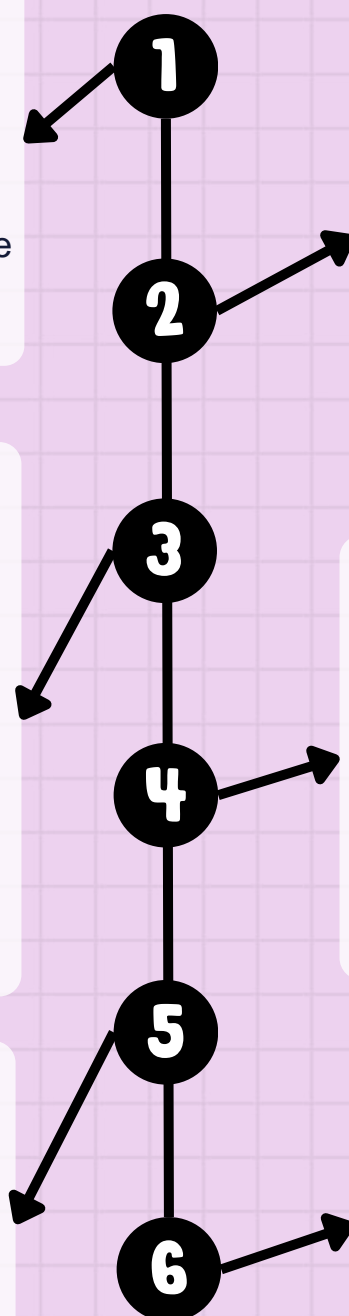
Assemble a team

Bring together a diverse team of participants with interests in art, music, or drama. Assign roles such as content creators, performers, and campaign promoters.

STEP 6

Develop a timeline

Break the campaign into milestones—planning, creation, rehearsals, promotion, and execution. Assign deadlines for each stage.



Plan Creative Campaigns, using art, music, drama, etc.



How to execute it

STEP 1

Inspire and educate

Begin with a session to educate participants about the chosen SDG theme/s. Use visuals, videos, or discussions to highlight their importance and provide context for your campaign.

1

STEP 2

Develop creative content

Work collaboratively to create engaging content that addresses the chosen SDG theme/s. Use brainstorming to generate ideas for storytelling, music, or art projects.

2

STEP 3

Engage the audience through techniques

Use the creative mediums to actively engage the audience:

Drama: Host live performances or role-plays to depict SDG challenges and solutions.

Storytelling: Invite participants to share personal or community stories connected to SDGs.

Music: Lead the audience in composing or performing a song about an SDG.

Art: Facilitate group art projects where participants visually represent SDG goals.

3

4

STEP 4

Test and refine your campaign

Gather feedback. Make adjustments to ensure the message is clear, impactful, and engaging.

STEP 5

Promote through multiple channels

Use social media, community networks, and local organizations to spread your message.

5

Plan Creative Campaigns, using art, music, drama, etc.



How to evaluate it

STEP 1

Measure audience impact

Assess how well your campaign engaged the audience. Count attendees, monitor social media interactions, and evaluate active participation during events.

1

STEP 2

Collect Feedback

Gather input from your team and audience. Ask what they found most engaging, impactful, or memorable about the campaign.

2

STEP 3

Reflect on content effectiveness

Evaluate how effectively the creative techniques conveyed the SDG message. Did participants connect with the themes?

3

STEP 4

Review participant outcomes

Examine how participants responded to the campaign. Were they inspired to learn more about the SDGs or take concrete actions?

4

STEP 5

Document success stories

Highlight examples of participants or audience members who were motivated by the campaign to engage in SDG-related initiatives.

5

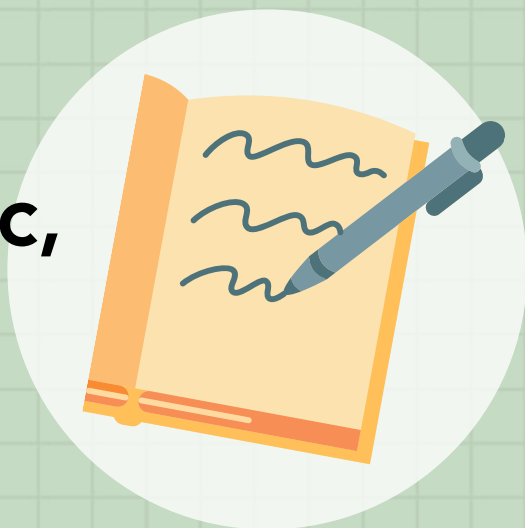
STEP 6

Plan for future campaigns

Use the lessons learned to improve future projects. Identify strengths, challenges, and new opportunities for creative engagement with the SDGs.

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Plan Creative Campaigns, using art, music, drama, etc.

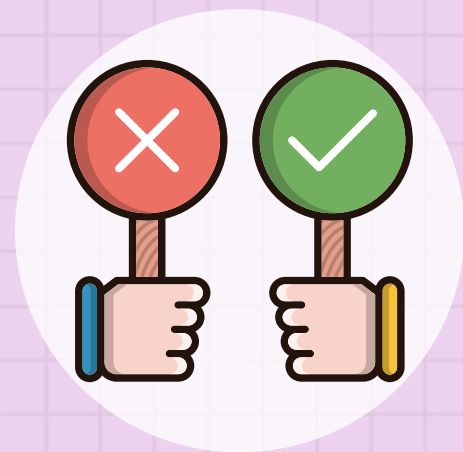


Guidance notes



- **Focus on SDG relevance:** Connect your creative campaign directly to the SDG themes. Highlight challenges and opportunities related to your chosen goals, making the content meaningful and actionable.
- **The power of creativity:** Creative tools like art, music, drama, and storytelling have a unique ability to capture attention and evoke emotions. They can simplify complex topics, making SDGs relatable and memorable. Drama and storytelling can illustrate personal impacts of global issues, while art and music transcend language barriers, resonating with diverse audiences.
- **Foster imagination and free expression:** Creativity allows participants to approach SDG topics from unique perspectives, generating out-of-the-box solutions. Encourage participants to use their imagination to spark new ideas and make their messages stand out.
- **Promote inclusivity:** Ensure the campaign is accessible to diverse participants and audiences. Creative methods accommodate various abilities and preferences, enabling everyone to contribute meaningfully.
- **Celebrate achievements:** Conclude the campaign with a showcase or event to recognize everyone's efforts. This reinforces the importance of creativity in driving change and leaves participants with a sense of accomplishment.

Plan Mock Debates with Peers



How to plan it

STEP 1

Define the debate goal and format

Decide on the objective of the mock debate. Is it to explore different perspectives on a specific SDG, encourage critical thinking, or inspire participants to take action? Choose a debate format like “For and Against,” “Parliamentary Style” or other.

STEP 2

Choose a thought-provoking SDG topic

Select a topic that sparks interest and debate among young people. For example: “*Should education (SDG 4) be prioritized over climate action (SDG 13) in policy-making?*”

STEP 3

Identify participants

Decide on the roles for the debate: speakers, moderators, and an audience. Divide participants into teams representing different viewpoints.

STEP 4

Prepare resources and support

Provide resources or guidance for participants to research their assigned perspectives. Encourage them to use data, case studies, and examples to support their arguments.

STEP 5

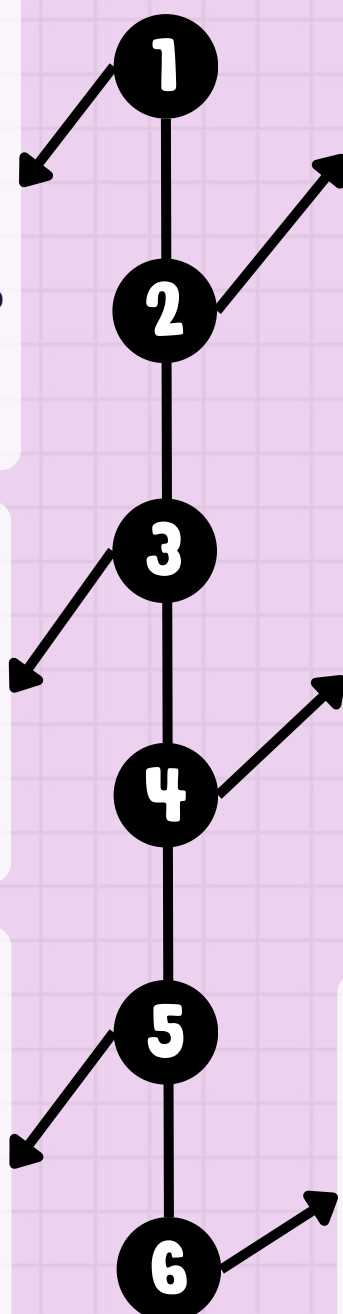
Create Debate Teams and Assign Positions

Divide participants into balanced teams, assigning them to argue for or against the topic. Ensure teams have enough time to collaborate, research, and prepare their arguments.

STEP 6

Set the Stage

Secure a venue or virtual platform for the debate. Arrange necessary equipment, such as microphones, podiums, or recording tools. Create name tags for participants.



Plan Mock Debates with Peers



How to execute it

STEP 1

Set the stage

Start with a brief introduction explaining the purpose of the mock debate and the relevance of the chosen topic to the SDGs. Introduce the teams, moderators, and audience role.

1

STEP 2

Icebreaker

Continue with a fun, debate-related icebreaker to warm up the participants. For example, present a quick, light-hearted topic like “Cats vs. Dogs” to introduce the structure of a debate.

2

STEP 3

Lay down the ground rules

Communicate clearly the rules for the debate, including time limits, respectful language, and guidelines for rebuttals. Clarify the roles of moderators and audience members.

3

STEP 4

Present opening arguments and facilitate rebuttals

Each team presents their opening statements, outlining their position on the topic. Then, teams respond to each other's arguments with rebuttals. This is the most dynamic part of the debate, where critical thinking and quick responses are essential.

4

STEP 5

Encourage audience involvement

Involve the audience by allowing them to ask questions, vote on points, or suggest real-world scenarios for the teams to address.

5

STEP 6

Wrap up with peer feedback

Invite the audience or a designated panel of judges to evaluate the debate. Conclude with a reflection session.

6

Plan Mock Debates with Peers



How to evaluate it

STEP 1

Assess participant engagement

Observe how actively participants engage during the debate. Evaluate their research, argument preparation, and enthusiasm in presenting their viewpoints.

STEP 3

Analyze argument quality

Review the depth and quality of arguments presented. Check if participants used relevant data, examples, and logical reasoning to support their points.

STEP 5

Reflect on SDG awareness

Determine if the debate increased participants' understanding of the chosen SDG topic. Ask them to share insights or actions they plan to take based on what they learned.

1

2

3

4

5

6

STEP 2

Gather reflections

Ask participants to reflect on what they learned about the SDG topic and their experience in the debate. For instance, "Did your perspective on the issue change?" or "What skills did you build?"

STEP 4

Analyze critical thinking

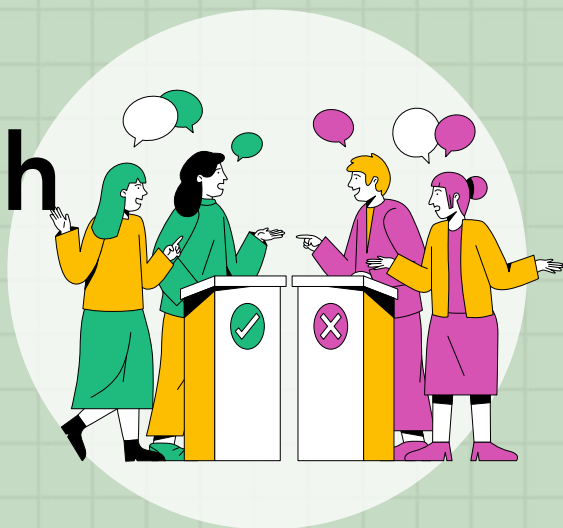
Assess how well participants responded to rebuttals and audience questions.

STEP 6

Track long-term impact

Follow up to see if participants feel inspired to further explore SDGs or engage in related projects. This helps measure the debate's broader impact.

Plan Mock Debates with Peers



Guidance notes

- **Debates as tools for empowerment:** Mock debates foster critical thinking, collaboration, and public speaking skills, empowering participants to confidently engage in discussions about global challenges.
- **Encourage respectful dialogue:** emphasize the importance of respectful discussion, even when opinions differ. This fosters a safe environment where everyone feels heard.
- **Highlight the connection to SDGs:** ensure that the debate consistently ties back to the SDG themes. Encourage participants to explore real-world implications of their arguments.
- **Engage diverse audiences:** involve participants from varied backgrounds to bring fresh perspectives to the debate.
- **Build confidence in speaking:** support participants in overcoming stage fright. Provide tips on voice projection, body language, and managing nerves.
- **Use debate as a learning tool:** stress that the goal is not about “winning”, but about understanding different perspectives, practicing critical thinking, and raising awareness about SDGs.

Project Action Planning

How to plan it



STEP 1

Define the project goal

Begin by identifying the purpose of your action project. What SDG will the project address, and what specific change or impact does the group aim to achieve? For example, the goal could be to promote sustainable waste management in the community (SDG 12) or improve access to quality education (SDG 4).

STEP 3

Identify key stakeholders

List individuals or groups who will be involved in or impacted by your project. This might include young people, local authorities, schools, or community organizations. Define how each stakeholder will support the project.

STEP 5

Map resources and assign roles

Create a resource map to identify available assets like skills, tools, funding, and partnerships. Plan different aspects like logistics, communication, or evaluation.

STEP 2

Look for your community needs

When defining the purpose of your project, take into account your local context. For example, is the community facing challenges with waste management (SDG 12), lack of gender equity in schools (SDG 5), or other.

STEP 4

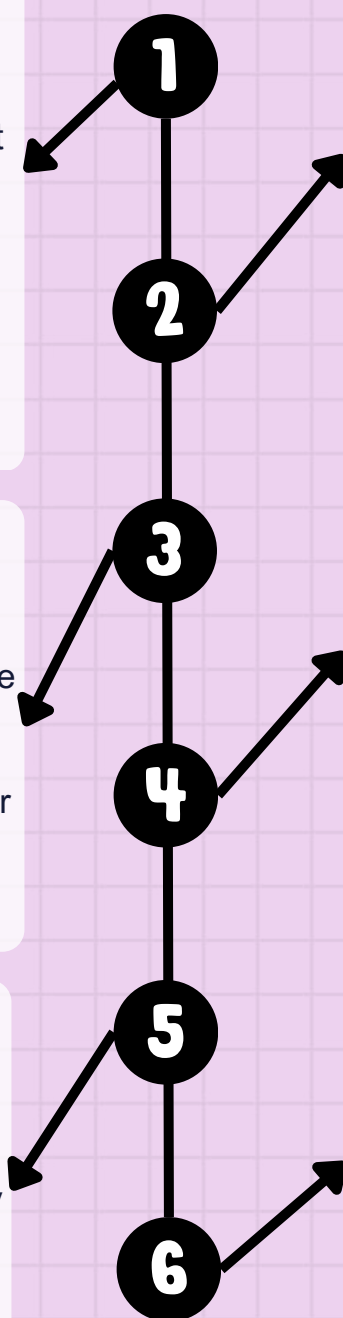
Build a detailed action plan

outline specific manageable activities for the project. Ensure every activity is aligned with the project goal. Create a detailed timeline for the project, outlining key milestones and deadlines.

STEP 6

Develop a monitoring framework

Decide how you will track progress. Create simple tools like checklists or progress trackers to ensure the team can stay organized and identify any issues early.



Project Action Planning



How to execute it

STEP 1

Hold a project kickoff meeting
Start the project with a meeting to ensure everyone understands the goals, roles, and timeline. Use this event to build enthusiasm and establish clear communication channels.

1

STEP 2

Break down activities into manageable tasks
Assign smaller, actionable tasks to team members. Begin with the most critical tasks to ensure the project stays on track.

2

STEP 3

Monitor progress regularly
Schedule regular check-ins to track progress and address any challenges. Encourage participants to share updates and provide support to team members who may face obstacles.

3

STEP 4

Foster Team Collaboration
Create opportunities for the team to collaborate, such as co-working sessions or brainstorming meetings. Hold regular check-ins to update everyone on progress, address challenges, and adjust plans if needed.

4

STEP 5

Document the Process
Keep records of the project activities, such as meeting minutes and testimonials from stakeholders. This documentation will be valuable for evaluating success and sharing the project's story.

5

STEP 6

Celebrate Milestones
Recognize achievements as the project progresses. For example, celebrate after completing an initial phase like gathering all resources or hosting the first event. This builds team morale and keeps momentum high.

6

Project Action Planning

How to evaluate it



STEP 1

Reflect on goals and impact

Evaluate whether the project met its goals. For example, if the goal was to reduce plastic waste, track metrics like the number of plastic bottles recycled or participants engaged in the initiative.

1

STEP 2

Gather feedback from stakeholders

Use surveys, interviews, or informal discussions to collect feedback from participants, beneficiaries, and other stakeholders.

2

STEP 3

Review team performance

Reflect on how well the team worked together. Consider factors like communication, problem-solving, and accountability.

3

STEP 4

Identify success factors and challenges

Facilitate a debrief session to identify what worked well and what didn't. For instance, was teamwork effective? Were resources used efficiently? This reflection is crucial for improving future projects.

4

STEP 5

Highlight success stories

Organize a closing event to share the project's outcomes with the community. Highlight key achievements, share photos or videos, and publicly thank all contributors.

5

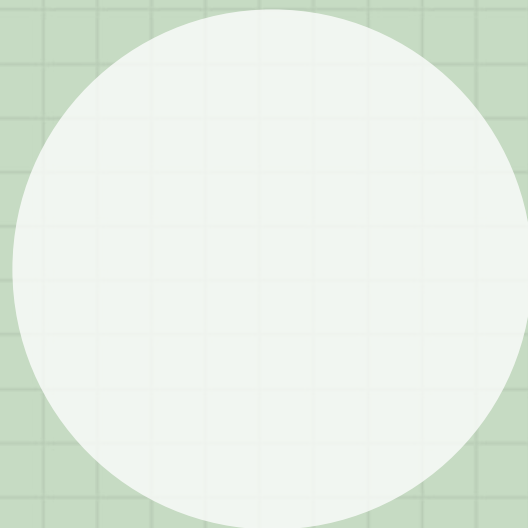
STEP 6

Plan for sustainability

Discuss next steps to ensure the project has a lasting impact. For example, consider follow-up actions, partnerships, or ways to scale the initiative to a larger audience.

6

Project Action Planning

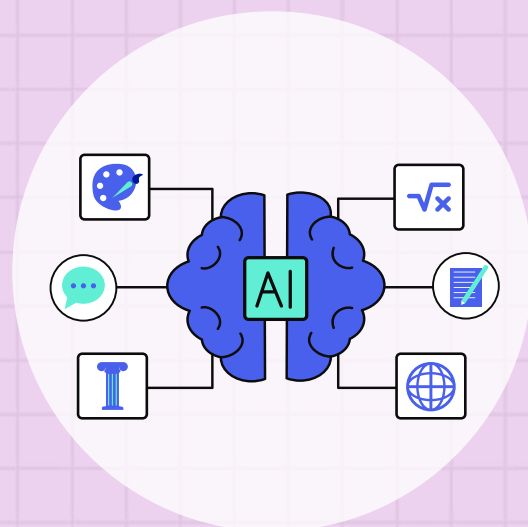


Guidance notes

- **Start with clear goals:** clear objectives provide direction and help measure success. Encourage participants to think about the change they want to see and how it aligns with the SDGs.
- **Collaborative ownership:** empower participants to take the lead in decision-making and planning. Encourage peer-led discussions and give everyone a role that aligns with their strengths.
- **Adapt to challenges:** flexibility is key to action planning. Teach participants how to pivot when plans don't go as expected, fostering resilience and problem-solving skills.
- **Engage the community:** involve stakeholders or community members throughout the project. This builds trust, ensures relevance, and increases the project's impact.
- **Document and share:** celebrate the project's achievements by documenting the process and sharing the outcomes. Use photos, videos, or a written summary to inspire others and create a legacy for the team's efforts.

Resource Mapping

How to plan it



STEP 1

Define:

- Key objectives
- Main purpose
- Key questions

1

STEP 2

Identify requirements such as resources needed, target groups and areas to cover, timelines and costs

2

STEP 3

Evaluate existing data using diagrams and flowcharts
Detect gaps that need to be filled in

3

STEP 4

Create an action plan and decide on the tasks management

4

STEP 5

Implement the plan and monitor its course

5

STEP 6

Evaluate and communicate your findings

6

Resource Mapping



How to execute it

STEP 1

Gather all necessary resources as these have been identified in the planning phase

1

STEP 2

Check resources' validity and functionality to ensure these can be used in the next steps

2

STEP 3

Use mapping tools to integrate data collected and help you visualise the network created

3

STEP 4

Evaluate and test the created map - check if it meets the objectives and main purpose

4

STEP 5

implement the map and monitor its functionality

5

STEP 6

Review and report the map created and data collected before optimising its use and use it in a bigger scale

6

Resource Mapping



How to evaluate it

STEP 1

Define whether the mapped resources meet primary goals and objectives, if the mapping was efficient and accurate and the level of satisfaction it offered to target groups/purposes

1

STEP 2

Analyze the procedure's workflow and collect performance metrics (e.g. costs, rates of resources utilization)

2

STEP 3

Analyse the map, review the quality of data collected and the level they correspond to current standards and expectations

3

STEP 4

Identify gaps and areas of improvement, use constructive criticism towards this goal

4

STEP 5

Develop a plan for improvement of the methodology

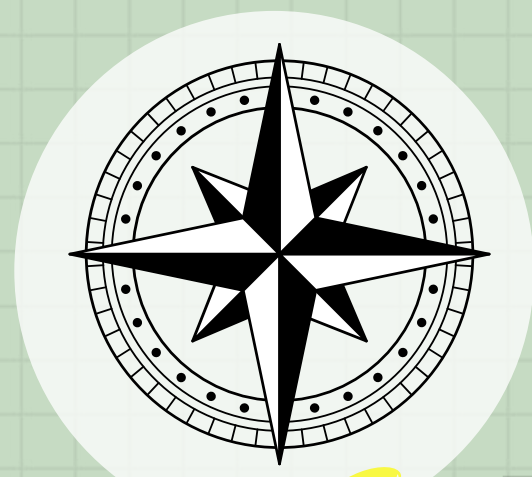
5

STEP 6

Communicate findings and perform re-evaluation on a regular basis to enhance improvement

6

Resource Mapping



Guidance notes

- The first and most important thing to keep in mind in resource mapping is to identify the main objectives and primary goal as this will define the level of success of the rest of the procedure to follow.
- Ensuring that we have a variety of resources for the reliability of which we are certain is also essential as in a different case we would be led to acquiring false results and our resource mapping would have been in vain.
- During the implementation phase, it is advised that we use mapping tools such as diagrams and flowcharts to enable visualisation and thus make resource mapping more accurate and successful. This is an excellent way to detect gaps and missed steps.
- The evaluation of the findings and the procedure itself is of high importance as it only makes sense that before sharing data we would have to double-check that it's accurate and reliable. Only then can we allow the sharing of the findings with a larger audience and ensure that the data will be truly useful and up-to-date.

Forge Local Partnerships



How to plan it

STEP 1

Define main goals and expected outcomes

1

STEP 2

Define the activity and the stakeholders that could be involved as well as the target group it appeals to

2

STEP 3

Define the activity's format and the way it will be implemented (e.g. via workshops, training activities, events)

3

STEP 4

Define the place, date and budget for the activity
Make a plan for all details (eg. promotion, resources required, facilitators, possible sponsors)
Develop an agenda

4

STEP 5

Implement the activity (present main objectives, highlight its relevance to stakeholders' personal goals, encourage networking and collaboration)

5

STEP 6

Request feedback upon completion of the activity and evaluate its success (the level of achievement in relation to expected results and main objectives)

6

Forge Local Partnerships



How to execute it

STEP 1

Re-evaluate and check the planned activity (confirm date, time and place, ensure you have all the necessary resources in place)

1

STEP 2

Have in place strategies for documentation of the participants (e.g. sign-in lists, name tags) and make sure that the environment is welcoming and relaxed

2

STEP 3

Encourage participation of the stakeholders via ice-breaking activities, sharing of experiences through discussions and interactive activities (e.g. focus groups, brainstorming)

3

STEP 4

Highlight the main objective and make it personal for participants, encourage collaboration and networking (e.g. promote exchange of basic personal data like name or company name)

4

STEP 5

Conclude the activity by providing a summary of its targets while highlighting key points

5

STEP 6

Use feedback requesting as a chance to maintain relationships with the stakeholders and follow up on a regular basis to ensure continuation of the activity's effect

6

Forge Local Partnerships

How to evaluate it



STEP 1

Define the key points that need to be evaluated and the criteria these will be based on

1

STEP 2

Request feedback from the participants about the relevance of the activity with the context and the level of their satisfaction regarding the activity and the way it was conducted

2

STEP 3

Extract quantitative to measure the level of participation and interaction and thus evaluate the level of success and things that need improvement

3

STEP 4

Check the impact that the activity had on the local community and the way it affected the participants (e.g. did it help them expand their network or gain new knowledge?)

4

STEP 5

- Assess and review organization and execution of the activity
- Detect gaps or things that need improvement
- Review financial and resources used

5

STEP 6

Based on all the findings of the evaluation process create a final evaluation report

6

Forge Local Partnerships



Guidance notes



- The first and foremost important thing to do when planning an activity to forge local partnerships is to set clear objectives.
- The next most important thing is to create a partnership whose interests are directly in line with the main objectives set as this can maximise their participation and level of engagement.
- Following, choosing the right activity format is also of high importance: it has to be interesting, able to promote main goals effectively and with clarity, allow room for networking and collaboration, not require complex planning and execution.
- The agenda for the activity has to be clear and informative while the promotion activities must take place prior to the implementation day and be structured/ implemented in a way that is intriguing and promotes key elements.
- One of the most important points of the activity is the chance that we have to create a network that will be maintained in the future which means that paying attention to the way we structure the activity is crucial.

Community Needs Assessment



How to plan it

STEP 1

Set clear objectives that respond efficiently to the community's needs.

1

STEP 2

Define the stakeholders that will be involved, the format of the activity and the main areas that it will be focused on.

2

STEP 3

Select the most suitable methods for data sourcing in order to define gaps and needs that need addressing.

3

STEP 4

Plan the activity:
Date, time, place, Promotional methods, Resources to be used.

4

STEP 5

Define ways for promoting main key point, collaboration and interaction during its implementation.

5

STEP 6

Decide on methods for evaluation of the activity and its results as well as ways to ensure its long-lasting effects.

6

Community Needs Assessment



How to execute it

STEP 1

- Confirm details such as date, time, place, resources/materials, facilitators, participants and cost for the implementation of the activity
- Review key points and objectives

1

STEP 2

Create a welcoming environment and introduce the activity with breaking ice tasks following, to encourage participation and smooth implementation

2

STEP 3

- Monitor the activity and keep promoting active participation, collaboration and networking
- Address effectively and rapidly any unforeseen issues

3

STEP 4

Upon completion, request feedback (e.g. ask the participants to fill out an evaluation form)

4

STEP 5

Follow-up by reviewing and evaluating the activity

5

STEP 6

Organise the data collected and share it with relevant stakeholders

6

Community Needs Assessment



How to evaluate it

STEP 1

Define the key elements to be evaluated and the evaluation methods to be used

1

STEP 2

Collect feedback by all during the activity's implementation phase

2

STEP 3

Analyse the logistics: number of participants, level of satisfaction by the activity's format, level of relevance of the activity to the main goal

3

STEP 4

Identify gaps, issues and things that require improvement: think about the ways these could be satisfied

4

STEP 5

Share evaluation findings to encourage peer review and allow space for a second opinion and thus improvement of the whole activity and method of implementation/ evaluation

5

STEP 6

Plan future assessments as a follow-up and as a means for development

6

Community Needs Assessment



Guidance notes



- The main objective when planning an activity that aims to assess and address community needs is to conduct thorough research and define what these needs are.
- Then, deciding the format of the activity and the stakeholders involved is also essential as different target groups or needs require different types of activities.
- The planning, promotion and execution of the activity need to be clear, proactive in terms of unexpected issues and interactive in terms of participation.
- The evaluation must be primarily based on the stakeholders' feedback and follow-ups are required to ensure that changing needs are still being met.

Search for Volunteer Opportunities

CALL for VOLUNTEERS



How to plan it

STEP 1

Identify Relevant SDGs

Assess the most pressing issues in your local community and match them with the SDGs to offer the right volunteer opportunities

1

STEP 2

Identify Community Needs & Interests

Talk with peers and community members to understand their interests and willingness to participate in volunteering

2

STEP 3

Setting Goals & Objectives

Define what you hope to achieve with the volunteer initiative as clear objectives will help attract volunteers and sponsors

3

STEP 4

Assess Time Commitment and Skills

Assess how much time the volunteers realistically need to commit. Opportunities range from virtual, short-term projects to on-site and long-term engagement. Consider also needed skills and how they align with the volunteering initiative.

4

STEP 5

Seek Local Support

Identify local NGOs or community centers already working on similar SDGs. Collaborating with existing groups can amplify your efforts and provide necessary resources like funding, tools, and expertise

5

Search for Volunteer Opportunities



How to execute it

STEP 1

Create a Volunteer Plan

Develop a detailed plan that outlines the timeline, the tasks involved, and the resources needed for your initiative

1

STEP 2

Organise a Core Volunteer Team

Gather a group of motivated peers who are passionate about the SDGs and assign roles. Make sure everyone understands their tasks and the desired impact on the community and the SDGs

2

STEP 3

Create your Volunteer Recruitment Message

The recruitment message is the key information you want to tell the community. This message should be enticing while representing your collective voice

3

STEP 4

Volunteer Position Description

Prepare clear role descriptions that let volunteers know what you are asking them to do

4

STEP 5

Leverage Social Media

Social media is undoubtedly one of your most powerful recruitment tools. Emphasise how the initiative connects to the SDGs and what specific community benefit it will have

5

STEP 6

Collect Applications & Recruit Volunteers

Collect applications, evaluate them and conduct interviews. Prioritise diversity and inclusivity.

6

Search for Volunteer Opportunities



How to evaluate it

STEP 1

Assess Volunteer and Community Impact

After the initiative is complete, evaluate how well it met its objectives. For example, if you organized a beach cleanup (SDG 14: Life Below Water), measure how much waste was collected and how it improved the local environment. Collect feedback from volunteers on how the experience was for them

1

2

3

4

STEP 2

Track Contribution to the SDGs

Analyse how the initiative contributed to the larger SDG goals. *Did the educational workshops lead to better community understanding of gender equality (SDG 5)?* This evaluation will help you understand your project's broader impact

STEP 3

Collect Feedback from Volunteers and the Community

Create a simple survey or host a feedback session with your volunteers and community members. Find out what worked, what did not, and what could be improved. This feedback is essential for improving future volunteer initiatives and keeping volunteers engaged

STEP 4

Record Achievements and Lessons Learned

Document the entire process from start to finish. Record data on volunteer turnout or the number of beneficiaries impacted. This documentation is essential for tracking progress and encouraging other youth to start their own projects



Guidance notes

- **Build Skills in Your Volunteer Team:**

Offer training sessions for the core team and volunteers to help them grow their skills. This could include leadership training, project management, or workshops related to your SDG focus.

- **Maintain Community Engagement:**

Keep the community engaged by organizing follow-up events, creating a newsletter, or setting up a social media group. This can turn one-time volunteers into long-term participants and build a stronger commitment to achieving the SDGs.

- **Volunteer Recognition and Retention:**

Recognising the contributions of the volunteers is one of the most important things you can do to increase retention. Volunteers who feel underappreciated or unnoticed are more likely to move on from your organisation. By regularly recognising volunteer contributions in a meaningful way, you are showing that they are valued, that the time and effort they contribute to the initiative is appreciated, and that they are considered integral members of the team.



Generation SDG
Deciphering the SDGs for the everyday lives of Youth

Community Clean-up Days



How to plan it

STEP 1

Identify Community Needs & Interests

Conduct surveys or hold informal discussions with residents to understand the areas that need cleaning, residents' willingness to participate and preferred cleanup methods (trash collection, tree planting, beautification)

STEP 3

Set Goals & Objectives

- Remove at least X kilograms of waste from the community
- Increase awareness about sustainable waste management practices
- Foster a sense of pride and ownership among residents.
- Organise 2-3 cleanup events within the next months
- Engage at least 50 volunteers per event

STEP 2

Identify Community Environmental Issues

Assess local environmental issues, such as littering, improper waste disposal, or lack of greenery, and align them with your initiative's aims

STEP 4

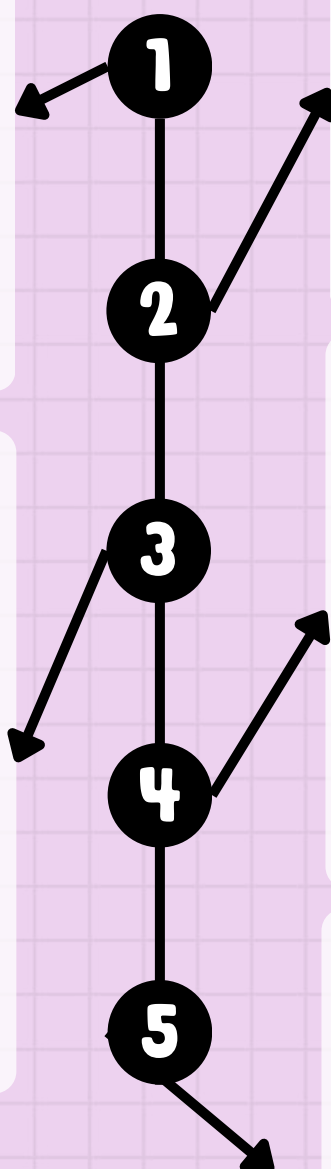
Assess Time Commitment and Skills

Time: Plan for 2-4 hours per event
Skills: Basic knowledge of waste segregation and teamwork.
Opportunities for everyone:
Roles for coordinators, cleanup workers, and event promoters

STEP 5

Seek Local Support

Collaborate with:
Local government for permits
NGOs focused on environmental conservation
Businesses for tools, gloves, and sponsorships



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Project Number: 2023-2-ES02-KA220-YOU-000174664



Generation SDG
Deciphering the SDGs for the everyday lives of Youth

Community Clean-up Days



How to execute it

STEP 1

Create a Volunteer Plan

Develop a detailed plan that outlines the timeline, the tasks involved, and the resources needed for your initiative. Assign responsibilities like logistics, safety briefings, and social media promotion.

STEP 3

Gather Supplies and Resources

Essential Items: trash bags, gloves, recycling bins, first aid kits, and tools

Budget Planning: seek sponsorships, donations, or partnerships with local businesses

Drop-off and Disposal: arrange for proper waste disposal or recycling services

STEP 5

Leverage Social Media

Social media is undoubtedly one of your most powerful recruitment tools. Emphasise how the initiative connects to the SDGs and what specific community benefit it will have.

STEP 2

Organise a Core Volunteer Team

Event Manager: Overall coordination

Safety Officer: Ensures safe practices during cleanup

Promotion Lead: Manages outreach and recruitment

STEP 4

Choose a Date and Location

Consider weather and community schedules to maximize participation.

Secure Permissions and obtain necessary permits or approvals from local authorities

STEP 6

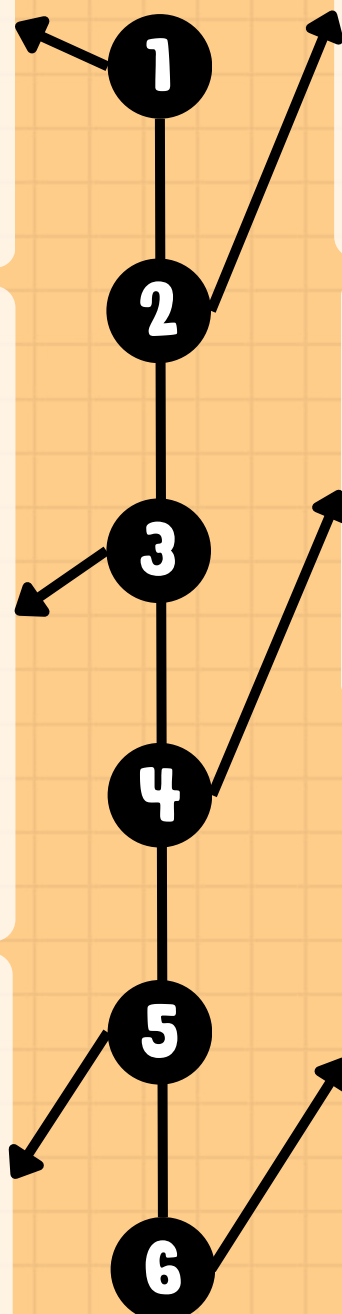
Implement your Clean-Up Day

Set Up a Check-in Station:

Distribute supplies, provide instructions, and share safety tips

Assign Zones: Divide participants into teams with designated areas to avoid overlap

Monitor Progress: Have team leaders oversee tasks and ensure safety protocols are followed



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How to evaluate it

STEP 1

Assess Goals and Objectives

Start by revisiting the goals you set before the clean-up day. *Were you able to achieve what you aimed for?* Measure your success using metrics such as the number of participants, the amount of waste collected, or the areas cleaned. This provides a clear picture of your accomplishments

STEP 3

Analyse Community Impact

Take a close look at the overall impact of the clean-up day. Use photos or videos to compare the site before and after the event.

Measure how much the community benefited, and consider feedback from residents or local authorities. This will help evaluate the event's effectiveness in raising awareness and improving the area

1

2

3

4

STEP 2

Collect Feedback from Participants

Gather feedback from volunteers to understand their experience. Use online surveys to ask for opinions on what went well and what could be improved. Have informal conversations with team leaders and participants to get a deeper understanding of their perspectives

STEP 4

Review Resources and Logistics

Analyse how well resources and logistics were managed. Check if supplies like gloves, trash bags, and tools were sufficient or if there was a surplus. Review your budget and determine whether it was used effectively. Reflect on the contributions of sponsors or partners to the event's success. Document key lessons learned and note challenges. Share the outcomes with the community to celebrate achievements and inspire continued involvement in similar initiatives



Guidance notes

- **Define Your Purpose**

Start by defining the purpose of the clean-up. Are you removing litter, beautifying a public space, or tackling hazardous waste? Setting clear, measurable goals—such as the number of volunteers to recruit, the volume of trash to collect, or specific areas to clean—will help you plan effectively.

- **Plan Logistics in Advance**

Plan the logistics well in advance. Choose a location that needs attention and is accessible to participants, and select a date and time that works for the community. Be mindful of weather conditions and local events that may affect attendance. Don't forget to obtain any necessary permissions from local authorities or property owners. Additionally, coordinate with waste management services to ensure proper disposal of trash and recyclables.

- **Volunteer Recognition and Retention**

Gather the resources and supplies you'll need. This may include trash bags, gloves, recycling bins, tools (e.g., rakes, shovels), and first aid kits. Secure funding or donations from local businesses or sponsors to cover costs. Ensure you have enough supplies for all participants, and prepare for specific tasks such as clearing brush or sorting recyclables.

- **Put Safety First**

Prioritise safety throughout the event. Share safety guidelines with participants in advance, including advice on wearing gloves, closed-toe shoes, and sunscreen. Set up a first aid station and provide emergency contact information. Brief volunteers on potential hazards like sharp objects or uneven terrain to minimize risks.

- **Set Up Check-In Stations**

On the day of the event, set up a check-in station where participants can collect supplies and sign in. Divide the area into manageable zones and assign teams to each zone. Monitor progress, provide encouragement, and ensure volunteers stay hydrated and motivated. At the end of the clean-up, confirm that all waste is collected and transported to designated disposal or recycling sites.

Participatory Action Research



How to plan it

STEP 1

Identify the Focus Area and SDG Alignment

Engage youth in selecting a local issue that aligns with the SDGs. Help them understand how their chosen issue connects to the global goals while ensuring it addresses specific community needs

STEP 3

Co-Design the Research Plan

Work collaboratively to define research questions, set objectives, and choose participatory methods like surveys, interviews, or mapping. Ensure the plan is practical, youth-friendly, and focused on actionable insights related to the selected SDG

STEP 4

Engage the Community and Gather Data

Involve local stakeholders, community members, organisations, and policymakers. Use inclusive methods to collect data, ensuring all voices are heard

STEP 2

Build a Youth-Led Team and Develop Skills

Recruit a diverse group of young people, emphasising inclusivity. Assign leadership roles and provide training on research methods, data collection, and analysis to empower youth to take the lead confidently

STEP 5

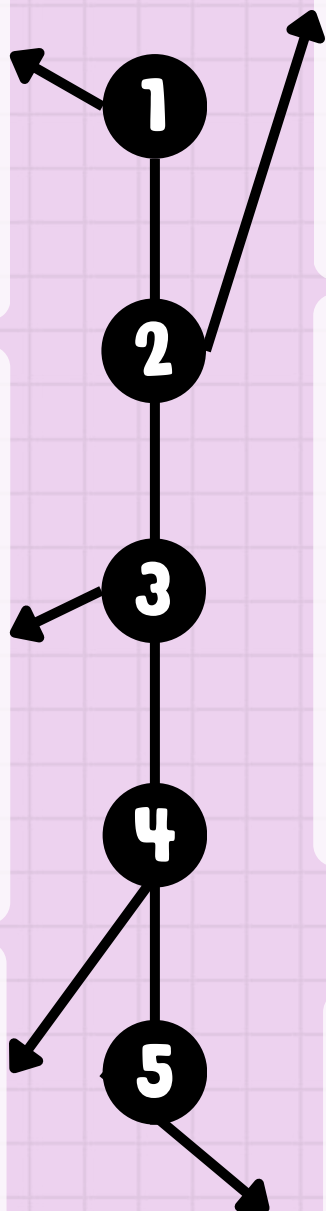
Analyse Findings and Develop Solutions

Guide youth in interpreting the data, identifying patterns, and linking findings to specific SDG targets. Collaboratively design actionable solutions, such as creating campaigns, initiating local programs, or advocating for policy changes

STEP 6

Implement, Monitor, and Reflect

Execute the proposed solutions, starting with pilot initiatives. Monitor progress through youth-led evaluations and participatory feedback. Reflect on the process and share results with the community through creative presentations or advocacy efforts





Generation SDG
Deciphering the SDGs for the everyday lives of Youth

Participatory Action Research



How to execute it

STEP 1

Research Focus and SDGs

Begin by identifying a pressing issue in the community that resonates with the youth and links to a specific SDG. Decide on the research focus and formulate clear research questions

STEP 3

Develop a Research Plan and Gather Data

Co-create a plan detailing how data will be collected, such as through surveys, interviews, focus groups, or observations. Engage the community in participatory methods that emphasise collaboration and inclusivity

STEP 5

Design Solutions

Based on the findings, brainstorm practical solutions to address the identified issues. Design campaigns, propose community projects or recommend policy changes. Collaborate with local stakeholders

STEP 2

Research Team

Form a youth-led research team with diverse perspectives. Provide training on research methods, ethical considerations, and community engagement techniques

STEP 4

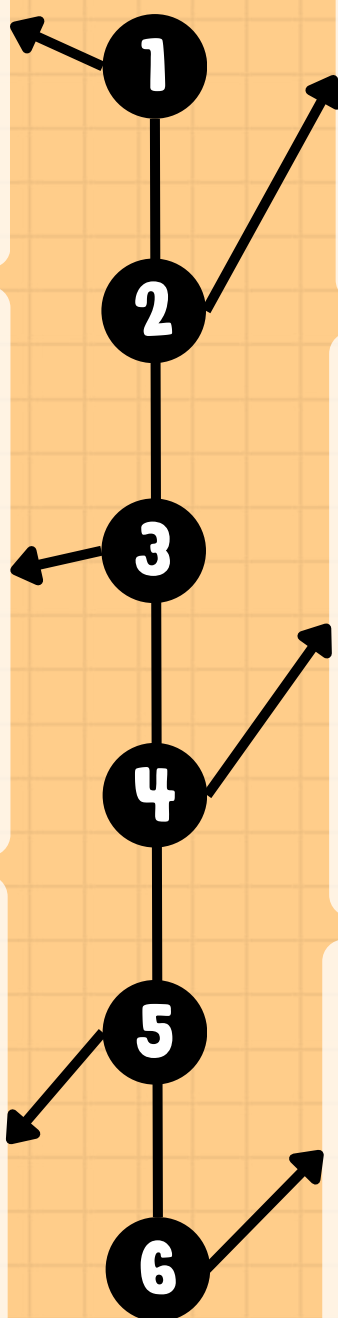
Analyse the Data and Link to SDGs

Analyse the collected data, identifying patterns, challenges, and opportunities. Help youth connect their findings to specific SDG targets and indicators, showcasing how local issues contribute to or hinder global progress

STEP 6

Share Results

Present the research findings and actions to the community through creative formats like workshops, social media campaigns, or exhibitions



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Project Number: 2023-2-ES02-KA220-YOU-000174664



Generation SDG
Deciphering the SDGs for the everyday lives of Youth

Participatory Action Research



How to evaluate it

STEP 1

Assess Achievement of Goals and SDG Alignment

Evaluate whether the research addressed the initial questions and achieved the intended goals. Analyse how the findings and actions contributed to specific SDG targets or indicators. *Did the project create tangible progress toward these goals?*

STEP 3

Evaluate the Research Process

Assess the level of engagement and inclusivity throughout the research. *Were diverse voices, including marginalized groups, actively involved?* Review the methods used for data collection and analysis to determine their effectiveness and reliability

STEP 5

Reflect on Capacity Building and Youth Empowerment

Determine how the project enhanced participants' skills in research, critical thinking, leadership, or advocacy.

STEP 2

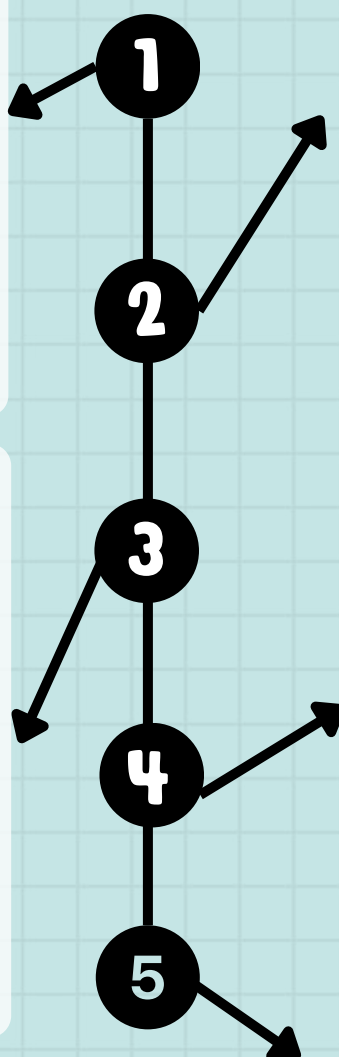
Collect Feedback from Participants

Facilitate reflective sessions with the youth researchers to discuss their experiences, challenges, and perceived impacts. Use surveys, interviews, or focus groups to understand how the community benefited from and perceived the project

STEP 4

Measure Community Impact

Analyse measurable outcomes, such as policy changes, increased awareness, or improved conditions in the community. Evaluate whether the project influenced attitudes, practices, or understanding of SDG-related issues among participants or community members



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Guidance notes

- Participatory Action Research is a collaborative and action-oriented approach that engages community members as co-researchers to address issues affecting them.
- Clearly articulate the problem you aim to address, ensuring it is action-oriented and capable of producing tangible results.
- Align the research focus with the SDGs to connect local actions with global objectives, giving participants a sense of contributing to something larger.
- Engage participants as co-researchers, valuing their experiences and perspectives. Strive to involve diverse voices, particularly marginalized or underrepresented groups, and build trust through transparency, respect, and ongoing dialogue. This ensures that the research reflects the true needs and priorities of the community.
- Work with participants to co-design the research framework. Together, develop research questions that address the community's concerns and priorities.
- Use participatory methods such as storytelling, community mapping, or focus groups to make the process accessible and engaging.
- Assign clear roles and responsibilities among participants to balance leadership and collective ownership of the project.
- Ethical considerations should remain central to the process. Obtain informed consent from all participants, ensuring they understand their roles, the purpose of the research, and how findings will be used. Protect participants' privacy, especially when dealing with sensitive topics, and commit to not harm by prioritising their well-being throughout the project.
- Ensure that the research process leads to actionable outcomes. Data collection and analysis should focus on identifying practical solutions to the issues studied. Where possible, link actions to specific SDG targets to demonstrate how local solutions contribute to global progress. Plan for community-led implementation of these solutions, ensuring resources and support are available.
- Empower youth to take ownership of the process, fostering leadership and critical thinking. Encourage reflection throughout the project to help participants learn and grow from the experience.
- Reflect on and share the research findings with the community in accessible formats, such as presentations, visual displays, or storytelling. This encourages open discussions about the results and their implications, allowing participants to share their interpretations.

Peer Learning Partnerships



How to plan

STEP 1

Define SDG Topics

Choose relevant SDG topics to focus the event's discussions and activities.

STEP 3

Prepare Interactive Materials

Develop engaging materials like case studies and examples to stimulate discussion.

STEP 5

Schedule Networking Time

Provide dedicated time for participants to connect and build partnerships

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STEP 2

Invite Diverse Participants

Invite participants from varied backgrounds for rich, inclusive conversations.

STEP 4

Set Ground Rules

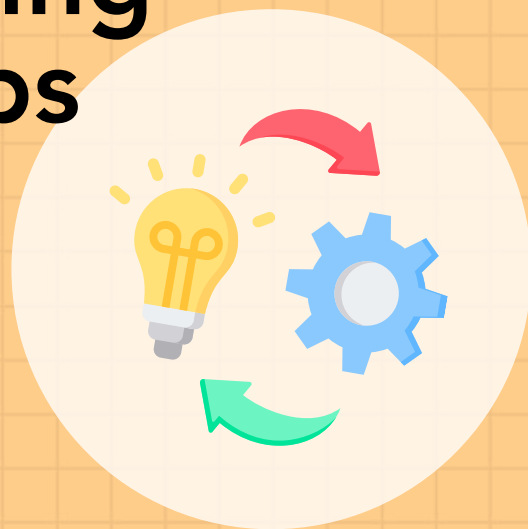
Establish guidelines for open, respectful, and constructive dialogue.

STEP 6

Finalise Logistics

Prepare all logistical elements, from venue to digital setup and materials.

Peer Learning Partnerships



How to organise

STEP 1

Introduce SDG Goals

Begin with an introduction to the chosen SDG themes and workshop purpose.

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STEP 2

Host a Panel

Have experts share real-world SDG examples to inspire participants.

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STEP 3

Small Group Discussions

Break into groups for focused discussions on challenges and solutions.

3

STEP 4

Share Group Insights

Groups share key points with all participants, enhancing collective learning.

4

STEP 5

Collaborative Workshop

Participants collaborate on an SDG challenge, fostering hands-on engagement.

5

STEP 6

Conclude with Key Points

Summarise main insights and outline next steps for participants.

6

Peer Learning Partnerships



How to evaluate

STEP 1

Collect Feedback

Survey participants to gather feedback on workshop effectiveness.

1

STEP 2

Measure Knowledge Gains

Assess SDG knowledge through pre- and post-workshop assessments.

2

STEP 3

Analyse Engagement

Review participation levels to gauge engagement and interest.

3

STEP 4

Review Shared Insights

Examine documented insights to identify key themes and trends.

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STEP 5

Gather Success Stories

Follow up to learn how participants apply workshop takeaways.

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STEP 6

Plan Improvements

Use feedback to improve future workshops and maximise impact.

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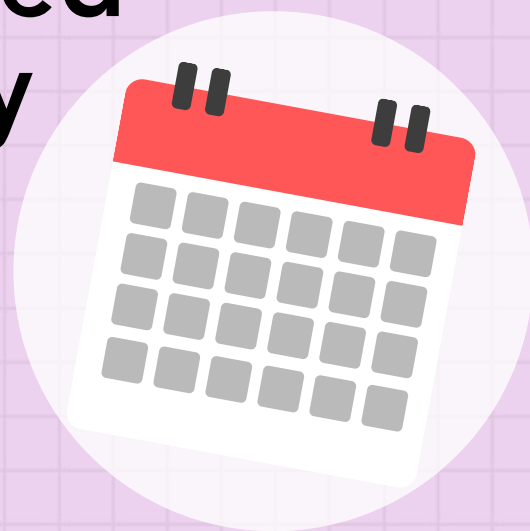
Peer Learning Partnerships



Guidance notes

- **Set Clear Objectives:** Define the purpose and goals of the workshop to align participants and maintain focus on SDG outcomes.
- **Engage Diverse Voices:** Invite participants from various sectors and backgrounds to enrich discussions and broaden perspectives.
- **Facilitate Open Communication:** Encourage active listening and constructive feedback to foster an environment of mutual respect.
- **Use Interactive Formats:** Incorporate activities like group discussions, panels, and workshops to keep participants engaged.
- **Emphasise Practical Application:** Provide examples or case studies to help participants connect theories to real-world SDG challenges.
- **Create a Safe Space:** Set guidelines to ensure confidentiality, making it comfortable for participants to share insights openly.
- **Encourage Follow-up:** Develop a post-workshop plan for continued engagement and application of workshop insights.
- **Gather Feedback for Improvement:** Use surveys or feedback sessions to understand participants' experiences and improve future events.
- **Document Key Takeaways:** Record major insights and action points during the workshop to share with participants afterwards.
- **Provide Resources for Further Learning:** Offer materials or links to resources that allow participants to deepen their understanding of SDGs.

SDG-Themed Community Days



How to plan

STEP 1

Set the Event Date

Choose a date near the annual SDG Flag Day (September 25) to align with global SDG awareness efforts.

STEP 3

Engage Community Partners

Reach out to local businesses, schools, and organisations to collaborate and boost the event's impact.

STEP 5

Plan Social Media Promotion

Plan a campaign to share the event on social media. Use hashtags like #SDGFlagDay and #TogetherForTheSDGs to reach a wider audience.

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STEP 2

Order or Create an SDG Flag

Ensure you have an SDG flag for display, either by ordering it or creating one with community involvement.

STEP 4

Plan Awareness Activities

Organize activities like workshops, talks, or clean-up drives that focus on specific SDG themes relevant to your community.

STEP 6

Prepare Necessary Logistics

Ensure all supplies (flags, banners, event permits) are ready, and finalize the schedule to ensure smooth execution.

SDG-Themed Community Days



How to organise

STEP 1

Start with a Flag-Raising Ceremony

Kick off the event by raising the SDG flag, symbolising commitment to the global goals.

STEP 3

Run a Community Activity

Engage attendees with an activity, like a tree-planting event, that ties directly into one or more SDGs.

STEP 5

Take and Share Photos

Document the event and encourage participants to share on social media, using SDG-related hashtags.

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STEP 2

Host an Educational Workshop

Conduct a short workshop on the SDGs, discussing their importance and ways the community can contribute.

STEP 4

Facilitate Group Discussions

Set up discussion groups for attendees to share ideas on local actions for SDG implementation.

STEP 6

Conclude with a Call to Action

Wrap up by encouraging participants to take specific actions toward achieving the SDGs in their daily lives.

SDG-Themed Community Days



How to evaluate

STEP 1

Gather Feedback from Attendees

Collect feedback on the event's impact and engagement through surveys or comment forms.

STEP 3

Count Participation Numbers

Record the number of attendees to measure community interest and event reach.

STEP 5

Document Lessons Learned

Note any challenges or successes to refine future SDG community events.

STEP 2

Review Social Media Reach

Analyse social media activity, including shares and hashtag usage, to assess online engagement.

STEP 4

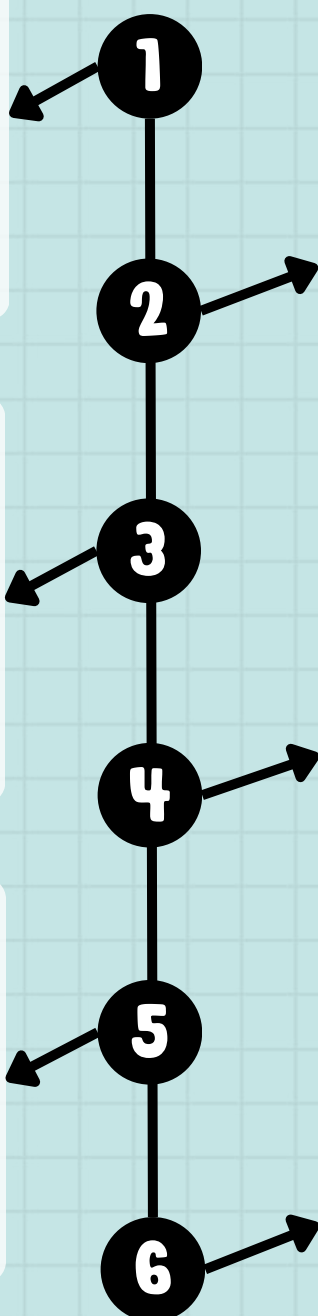
Evaluate Partner Involvement

Assess the effectiveness of partnerships and look for ways to strengthen collaborations for future events.

STEP 6

Plan for Follow-up Actions

Encourage attendees to continue participating in SDG-related initiatives and plan a follow-up community event.



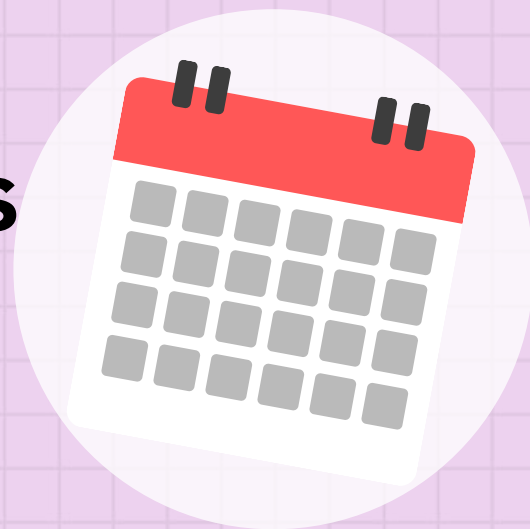
SDG-Themed Community Days



Guidance notes

- **Plan Ahead:** Start organising early to ensure all partners and logistics are in place.
- **Engage Local Leaders:** Involve local influencers or leaders to boost visibility and participation.
- **Create a Welcoming Space:** Ensure that all community members feel invited and valued.
- **Encourage Active Participation:** Include hands-on activities that directly relate to the SDGs.
- **Promote Inclusivity:** Make the event accessible and inclusive for all ages and backgrounds.
- **Leverage Social Media:** Use social media to spread awareness before, during, and after the event.
- **Highlight Local SDG Efforts:** Showcase local achievements or ongoing projects aligned with the SDGs.
- **Encourage Follow-up Actions:** Provide attendees with actionable steps they can take post-event.
- **Prepare for All Weather:** If outdoors, have contingency plans for different weather scenarios.
- **Celebrate Small Wins:** Acknowledge contributions and small achievements made toward the SDGs during the event.

Lobbying Simulation Workshops



How to plan

STEP 1

Define Workshop Objectives

Clarify the goal of the workshop, such as teaching advocacy skills for SDG 16-related issues like justice and accountability.

STEP 3

Prepare Role-Play Scenarios

Develop realistic scenarios where participants lobby decision-makers on SDG-related topics. Include roles for lobbyists, MPs, and observers.

STEP 5

Invite Participants with Diverse Roles

Gather participants from varied backgrounds to play different roles, fostering a realistic and balanced simulation.

STEP 2

Identify Key SDG Themes

Choose specific SDG targets (e.g., peace, inclusivity) to ensure participants understand the focus of their lobbying efforts.

STEP 4

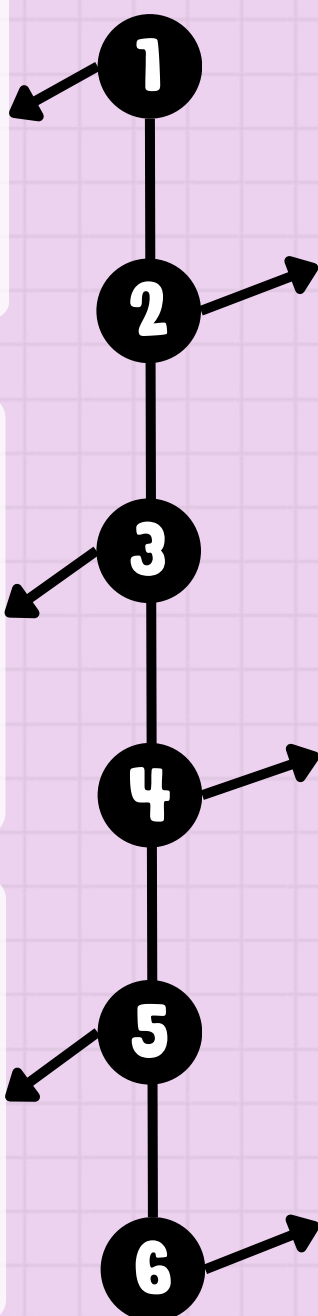
Design Support Materials

Prepare handouts on SDG 16 goals, role descriptions, and sample questions to guide participants in their roles.

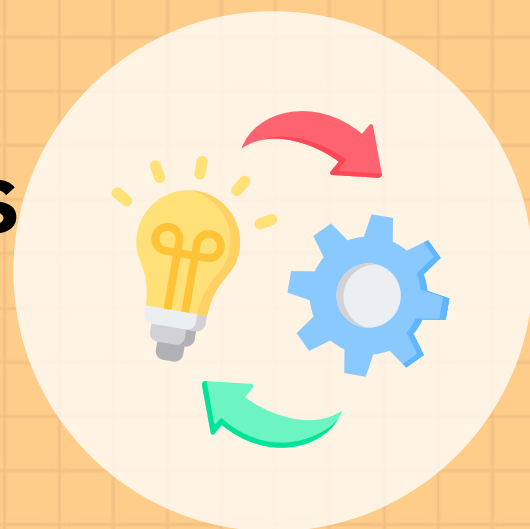
STEP 6

Set Up the Space

Arrange the room or virtual platform to support role-play, ensuring everyone has space to engage comfortably.



Lobbying Simulation Workshops



How to organise

STEP 1

Brief Participants on Goals

Begin with an overview of the workshop's purpose and the SDG targets to guide the simulation.

STEP 3

Role-Play the Lobbying Scenarios

Have groups start their role-play, with lobbyists making their case to decision-makers on specific SDG issues.

STEP 5

Rotate Roles and Repeat

Allow participants to switch roles so they experience different perspectives, enhancing their lobbying skills.

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STEP 2

Assign Roles for Role-Play

Divide participants into groups, assigning them roles as lobbyists, decision-makers, or observers for each scenario.

STEP 4

Facilitate Real-Time Feedback

Observers note effective and ineffective lobbying tactics, offering feedback after each session.

STEP 6

Wrap Up with a Group Reflection

Conclude with a discussion on lessons learned and how these skills apply to real-world SDG lobbying efforts.

Lobbying Simulation Workshops



How to evaluate

STEP 1

Collect Participant Feedback

Gather feedback on the effectiveness of the workshop and its impact on understanding lobbying for SDGs.

1

STEP 2

Assess Skill Improvement

Evaluate participants' lobbying skills through pre- and post-assessment on advocacy knowledge.

2

STEP 3

Analyze Engagement Levels

Observe how actively participants engaged with their roles, which reflects the workshop's effectiveness.

3

STEP 4

Review Feedback from Observers

Collect insights from observers on the strengths and weaknesses they noted in participants' lobbying tactics.

4

STEP 5

Document Key Takeaways

Record major insights from the role-plays to use as future training references.

5

STEP 6

Plan for Future Improvements

Use the collected feedback to refine scenarios and improve the simulation for future workshops.

6

Lobbying Simulation Workshops



Guidance notes

- **Clarify Workshop Goals:** Clearly define the SDG goals and lobbying skills you aim to develop.
- **Choose Relevant SDG Themes:** Focus on SDG topics like transparency and accountability to keep discussions relevant.
- **Encourage Realistic Role-Play:** Make scenarios as realistic as possible to enhance participants' learning experience.
- **Provide Role-Specific Guidance:** Offer clear instructions for each role, helping participants understand their part in the simulation.
- **Emphasise Constructive Feedback:** Encourage observers to provide feedback that helps lobbyists improve their tactics.
- **Foster Inclusivity in Participation:** Allow all voices to be heard, ensuring balanced discussions.
- **Create a Safe Learning Environment:** Make sure all participants feel comfortable sharing their insights.
- **Promote Skill-Building:** Highlight practical lobbying skills participants can use in real SDG advocacy.
- **Encourage Reflection:** Include time for participants to reflect on what they learned about lobbying.
- **Adapt for Various Settings:** Prepare for both in-person and virtual workshops to increase accessibility.