

SDG Reference Guide



SDG TOOLKIT

The SDG Reference Guide is a practical tool designed to help young people understand and apply the Sustainable Development Goals (SDGs) in their community-based projects. This guide provides an overview of the 17 SDGs, their targets, and key indicators, offering actionable insights on how to align local advocacy efforts with global development objectives.

Through this resource, participants can explore how each SDG relates to real-world challenges and identify which goals are most relevant to their community's needs. It includes step-by-step guidance on integrating SDGs into project planning, from defining objectives to tracking progress. The guide also highlights the importance of evidence-based advocacy, providing tips and tools to effectively communicate the impact of their initiatives.

With interactive elements such as infographics, templates, and case studies, the SDG Reference Guide ensures accessibility and engagement. It empowers young people to become active agents of change, bridging the gap between global goals and local actions. Whether used individually or as part of a workshop, this guide supports participants in creating meaningful, impactful projects that contribute to a sustainable future.

Access the full toolkit at this link:

<https://sdgs.un.org/>

SDG Reference Guide



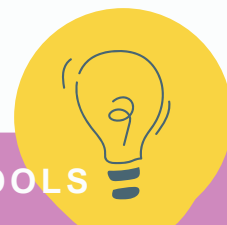
START WITH RELEVANT GOALS

Focus on one or two SDGs that resonate with your community's priorities. This approach simplifies the planning process, allowing participants to deeply understand the goals' relevance and connection to local challenges before expanding to more comprehensive sustainability efforts.



LEVERAGE VISUAL TOOLS

Use infographics, diagrams, and charts to break down SDG concepts into manageable pieces. Visual aids enhance understanding and engagement, making it easier for participants to grasp the connections between global goals, their targets, and measurable indicators.



LINK TO LOCAL CHALLENGES

Encourage participants to identify specific issues affecting their community that align with the SDGs. This helps bridge the gap between abstract global goals and actionable, real-world solutions, empowering participants to take ownership of their advocacy projects.



UTILIZE DIGITAL RESOURCES

Integrate apps and online platforms such as sdgs.un.org into your sessions. Digital tools offer easy access to case studies, planning templates, and progress tracking, simplifying the development of impactful and well-aligned community projects.



PROMOTE TEAM COLLABORATION

Form small groups to explore different SDGs and brainstorm potential solutions. Collaborative work fosters diverse perspectives and encourages participants to co-create ideas, enhancing the effectiveness of their community-based initiatives.



FOCUS ON MEASURABLE OUTCOMES

Guide participants to define clear, actionable goals that align with SDG indicators. Measurable targets allow them to track progress effectively and demonstrate tangible impacts, reinforcing the importance of evidence-based advocacy.



Environmental Sustainability Guides

SDG RESOURCES



The Environmental Sustainability Guides provide young people with practical insights and tools to address pressing environmental challenges. These guides focus on actionable strategies, from reducing waste to conserving resources, empowering participants to create community-based initiatives that promote sustainable practices. Designed to be accessible and engaging, the guides connect global sustainability goals to local actions.

Through step-by-step instructions, participants learn to identify key environmental issues in their communities, design effective solutions, and measure their impact. The guides include infographics, case studies, and action templates to simplify the planning process. By integrating these resources into their projects, participants can advocate for greener policies and inspire positive change.

Whether used individually or in workshops, these guides equip young people with the knowledge and confidence to make a meaningful impact. By bridging theory and practice, the Environmental Sustainability Guides transform ideas into actions that contribute to a healthier planet.

Access the full toolkit at this link:
<https://sdgresources.relx.com/>

Environmental Sustainability Guides



FOCUS ON LOCAL IMPACT



Identify environmental issues specific to your community, such as waste, water conservation, or air quality. Tackling these problems locally ensures that solutions are relevant and impactful, fostering a deeper connection between participants and the changes they are implementing.

INCORPORATE REAL-WORLD SUCCESSES



Use case studies to showcase successful sustainability initiatives. These examples provide inspiration, demonstrating how small-scale actions can align with global environmental goals, motivating participants to see the value of their efforts.

USE ENGAGING VISUAL AIDS



Visualize environmental challenges and solutions using infographics or interactive maps. These tools make complex data easier to understand, ensuring participants stay engaged and clearly see the potential impact of their actions.

ENCOURAGE CROSS-GROUP COLLABORATION

Promote partnerships with local stakeholders, such as community groups or environmental organizations. Collaboration broadens resources and perspectives, strengthening the overall effectiveness of sustainability projects.



FOCUS ON FEASIBILITY

Guide participants to develop solutions that are both realistic and actionable. Prioritize small steps that are easy to implement but have measurable results, ensuring that efforts are sustainable over time.



CELEBRATE ACHIEVEMENTS

Recognize milestones and successes, whether through events, reports, or social media. Celebrating progress boosts morale, reinforces the importance of the work, and encourages long-term commitment to sustainability goals.



Data Collection Tools

DATA COLLECTION TOOLS AND APPS FOR DATA COLLECTION, ANALYSIS, AND REPORTING FOR EVIDENCE-BASED ADVOCACY



Data Collection Tools and Apps provide practical resources to gather, analyze, and present data effectively. These tools empower young people to create evidence-based advocacy campaigns, supporting informed decision-making and impactful community actions. By leveraging technology, participants can address societal challenges with actionable insights derived from reliable data.

This resource introduces user-friendly tools like Google Forms, KoboToolbox, and Microsoft Excel to simplify data collection and analysis. Participants learn to design surveys, interpret findings, and create compelling reports that influence policymakers and stakeholders. The tools also include templates and guides for tracking project outcomes and measuring impact.

By bridging the gap between data and advocacy, these tools enhance the credibility of campaigns and foster long-term community change. Accessible to all skill levels, this resource enables participants to transform data into actionable solutions that contribute to sustainable development.

Access the full toolkit at this link:

<https://www.advocacyincubator.org/resources/advocacy-tools>



START WITH SIMPLE TOOLS

Use beginner-friendly tools like Google Forms or KoboToolbox for data collection. These apps simplify survey creation and data entry, making it easier for participants to focus on gathering relevant information and ensuring accuracy in their advocacy projects.



SET CLEAR OBJECTIVES

Define precise goals for your data collection efforts. Knowing what you want to achieve ensures participants collect meaningful information, streamlining the analysis process and creating actionable insights for evidence-based advocacy.



ENSURE DATA RELIABILITY

Teach participants to design unbiased surveys and verify data accuracy. Reliable data strengthens the credibility of advocacy campaigns and builds trust among stakeholders, enhancing the potential for meaningful impact.

VISUALIZE DATA EFFECTIVELY

Encourage the use of visual tools like charts, graphs, and dashboards. Visualized data is more engaging and helps stakeholders quickly understand the story behind the numbers, making advocacy efforts more persuasive.



LEVERAGE COLLABORATION TOOLS

Incorporate real-time collaboration platforms like Airtable or Trello. These tools enable teams to share updates, monitor progress, and refine strategies dynamically, ensuring efficient and adaptive advocacy processes.



LINK DATA TO IMPACT

Guide participants to connect collected data with specific advocacy outcomes. Show how their findings can directly influence decisions, support evidence-based campaigns, and drive measurable change within their communities.



YOUTH ADVOCACY TOOLKIT, UNICEF



The Youth Advocacy Toolkit by UNICEF is a practical resource designed to empower young people to take action in support of the Sustainable Development Goals (SDGs) within their communities.

It provides step-by-step guidance on how to plan, implement, and sustain advocacy projects, focusing on amplifying youth voices to create meaningful change.

Whether you're interested in addressing climate action, education, or social justice, this toolkit helps you develop essential skills like strategic planning, communication, and collaboration. This toolkit provides templates to support you to conduct a needs analysis, set objectives and goals for your advocacy work, undertake a target analysis, develop your key messages for your campaign, identify risks and challenges, and develop your full plan for your advocacy project.

Access the full toolkit at this link:

<https://www.unicef.org.uk/wp-content/uploads/2019/03/Youth-Advocacy-Toolkit.pdf>

Advocacy Templates



**QUICK
TIPS**

TIP 1 - The Advocacy Cycle

Begin by reviewing the Advocacy Cycle section of the toolkit, which breaks down each phase of the advocacy process: planning, acting, monitoring, and evaluating. Use the toolkit's templates to map out your advocacy journey. This understanding will help you structure your project, ensuring each step aligns with achieving your goals.



TIP 2 - Set Advocacy Goals

Use the toolkit's SMART goal-setting template to define clear and achievable objectives for your project. For example, if your focus is on SDG 4 (Quality Education), specify how you aim to raise awareness or drive change.

The toolkit guides you in turning broad ideas into concrete, actionable goals.

TIP 3 - Identify and Map Stakeholders

Use the Stakeholder Mapping worksheet in the toolkit to identify key organisations that can influence your cause. This tool helps you analyse the interests, influence, and engagement levels of stakeholders, ensuring your advocacy efforts are targeted for maximum impact on the selected SDG.

TIP 4 - Develop Your Key Messages

Use the Message Development template to create compelling, impactful messages. The toolkit emphasises tailoring your communication to different audiences, whether through social media posts, flyers, or speeches. Focus on the most compelling aspects of your SDG topic to inspire action in your community.

TIP 5 - Create an Action Plan

The toolkit provides a Detailed Action Planning template, guiding you through setting timelines, assigning tasks, and determining needed resources. This template ensures your advocacy project remains organised and efficient. For example, schedule outreach activities, workshops, or community events that link with your SDG focus.

TIP 6 - Monitor, Evaluate, and Reflect

Use the Monitoring and Evaluation section of the toolkit to track your progress. The provided templates help you measure your project's outcomes against your initial goals. Reflect on the results, gather feedback, and adjust strategies for future initiatives. This ensures your advocacy efforts are continuously making a tangible impact.

Advocacy Tips and Success Stories

SDG ACTION WEBSITE



The SDG Action website is a comprehensive platform designed to empower youth advocates and changemakers who are passionate about achieving the Sustainable Development Goals (SDGs). It provides a wealth of resources, including practical tips, advocacy tools, and success stories from around the world.

You can learn how others have effectively mobilised their communities, driven impactful projects, and achieved measurable progress on critical goals such as climate action (SDG 13), gender equality (SDG 5), and quality education (SDG 4). Explore this website to gain inspiration and actionable guidance on how to plan, implement, and scale your local initiatives.

The platform also highlights innovative campaigns, offering step-by-step strategies that have proven successful. As such, this platform can encourage you to take concrete actions that align with your passions in addressing the SDGs in your community.

Access the website at this link:

<https://sdg-action.org/>

Advocacy Tips and Success Stories



TIP 1 - Explore Global Success Stories

Use the Success Stories section of the website to find real-life examples of impactful SDG projects led by young advocates around the world. These stories provide inspiration and practical ideas for starting your own initiatives.

TIP 2 - Advocacy Tools and Resources

Visit the Resources section to access guides, templates, and step-by-step instructions on how to plan and implement successful SDG-related projects. For example, download advocacy planning templates to help you map out a campaign for SDG 4 (Quality Education) in your community. These tools will streamline your project planning.

TIP 3 - Join Global Campaigns

Participate in ongoing global campaigns featured on the website, like the Climate Action Campaign. Join existing efforts to link your local initiatives with broader global movements. The website also offers tips on using social media to increase visibility for your campaign.

TIP 4 - Connect with a Network of Changemakers

Use the platform to connect with other young advocates globally. The Community Engagement section offers opportunities to collaborate, exchange ideas, and learn from peers who are working on similar SDG projects. This network can provide potential partnerships to enhance your advocacy work.

TIP 5 - Access Webinars and Training

Take advantage of the webinars and training sessions available on the website to build your skills in project management, digital advocacy, and SDG communication strategies. For example, attend a webinar on using digital tools to promote SDG 5 (Gender Equality), gaining insights from experts and other advocates.

TIP 6 - Share Your Story

After implementing your project, submit your story to the Share Your Impact section of the website. This will both help to showcase your hard work, as well as inspiring others to take action. Through highlighting your achievements, you can attract more support, recognition, and potentially even funding for future initiatives.

Human Rights and the SDGs



YOUTH RIGHTS ADVOCACY TOOLKIT

The Youth Rights Advocacy Toolkit is a comprehensive, open-source resource developed by the United Nations Human Rights Office in partnership with Education Above All Foundation and Silatech.

This toolkit is of particular interest for young human right defenders, as it aims to empower young people to advocate for their rights and understand how the Sustainable Development Goals (SDGs) connect with human rights.

The toolkit includes practical guidance on advocacy, employing human rights mechanisms, and using youth rights as a framework for community action.

It is designed in a user-friendly format, allowing young people to explore key topics, use provided tools, and engage effectively with their local context.

Access the full toolkit at this link:

<https://www.ohchr.org/en/documents/tools/youth-rights-advocacy-toolkit>

Human Rights and the SDGs



TIP 1 - Get to know the Basics

Begin with the section on human rights fundamentals. This will help you understand how your local challenges connect to global human rights standards. Knowing these principles will empower you to link specific SDGs—like SDG 3 (Health) or SDG 4 (Education)—to the rights of individuals in your community.



TIP 2 - Identify Relevant Issues

Use the toolkit's guidance to conduct a local needs assessment. Identify which SDG goals are most relevant to your community's challenges. For instance, if education access is a concern, align your efforts with SDG 4. This will ensure that your project directly addresses real, pressing needs.



TIP 3 - Develop an Action Plan

Follow the toolkit's step-by-step guide to create a local action plan. This involves setting clear objectives, deciding on advocacy methods, and mapping stakeholders. Use this plan to ensure your project has a structured approach.

TIP 4 - Engage in Digital Advocacy

This toolkit offers ideas for engaging with digital tools to share stories and raise awareness. Use videos, social media posts, or podcasts to document how your project addresses the SDGs and promotes human rights. This will help to engage a broader audience and attract local support.



TIP 5 - Peer Networking and Partnerships

Encourage collaboration by connecting with other youth or community groups. Use the toolkit's advice on building partnerships to find like-minded people or NGOs. Collaborating can expand the reach of your project, allowing you to tackle larger challenges together.

TIP 6 - Measure and Share Your Impact

Use the toolkit's guidance on impact measurement to track the success of your local action project. Document the changes your project achieves, such as increased awareness or policy shifts. Sharing these results through digital content can motivate others to take part!



Budgeting tools



UNESCO PROJECT PLANNER: PROJECT BUDGETING

The UNESCO Project Planner – Top Tips for Youth Action is a step-by-step guide designed to help young people effectively plan and execute impactful projects. The tool is divided into six sections, covering the entire project cycle—from idea generation to completion, as follows:

- Project Identification & Planning
- Project Budgeting
- Fundraising
- Project Implementation & Coordination
- Project Communication and Visibility
- Monitoring, Reporting & Evaluation

In every section, you'll find basic information to guide you through the process, along with helpful tips and self-reflection questions. These questions encourage you to think critically about your project's goals, resources, and potential challenges, helping you make informed decisions at each step. At the end of each stage, the planner provides links to additional resources, tools, and guidelines to deepen your understanding and improve your project management skills.

Whether you're starting a new initiative or improving an ongoing one, the UNESCO Project Planner ensures you're equipped with the knowledge and resources to effectively plan and budget your project. It's an empowering tool that turns ideas into actionable, well-structured projects aligned with global goals like the SDGs.

Access the resource at this link:

<https://en.unesco.org/youth/toptips/planner/budgeting>

Budgeting Tools



TIP 1 - IDENTIFY THE NEED...

Start by defining your project or initiative: What need or challenge are you addressing, and what are its root causes? Consider how to tackle it—through an awareness campaign, creating a product, or offering a service. Once you've clearly answered these questions, you'll be ready to move forward!



TIP 2 - START BUDGETING!

Go to the UNESCO Project Planner and download the Excel sheet from Phase 2. Start listing the resources you will need for your project/ initiative. Start by writing down all the resources your project requires, like materials, tools, or people. Be as specific as possible so you don't miss anything important!



TIP 3 - RESEARCH & QUANTIFY!

Look up the cost of each resource online, ask someone experienced or make a research to find similar projects. Based on the conducted research, fill in the budget planner with accurate numbers to make sure your budget is realistic.



TIP 4 - PREPARE FOR SURPRISES!

Always have a Plan B for unexpected situations, like needing a pricier venue if your first choice isn't available. Add 5-10% to your budget for surprise costs. Being prepared saves stress and keeps your project on track!



TIP 5 - DOUBLE-CHECK!

Review your budget carefully to make sure all costs are included. If anything is missing or unrealistic, adjust it to align with your funding limits. A thorough check now can save you from surprises later!



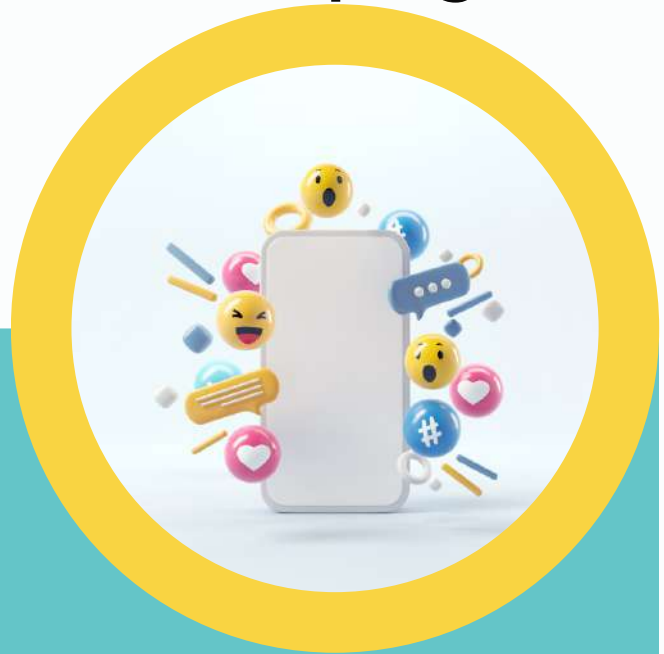
TIP 6 - KEEP TRACK AS YOU GO!

Continuously monitor your spending using the planner's templates. Regularly compare actual expenses against your budget to stay on track and make adjustments if necessary.



Social Media Kits with ready-made posts and graphics for SDG-related campaigns

CANVA



Canva is a super easy design tool that helps you create awesome social media posts and graphics, even if you're not a design expert. It's perfect for making Social Media Kits for SDG-related campaigns, helping you spread the word about important global goals like Climate Action or Decent Work.

With Canva, you get access to a wide variety of ready-made templates specifically designed for platforms like Instagram, Facebook, or X. These templates are already sized for each platform, making your job easier. Whether you're creating a post to raise awareness, share facts, or inspire others to take action, Canva has templates for every need.

You can customize everything—from colours to fonts and images—to match your campaign's vibe. Want to make your posts stand out? You can add cool icons, graphics, and even SDG logos to make your message pop.

For SDG campaigns, Canva is the perfect tool to create professional-looking content in minutes. It's a great way to share your passion for change with the world!

Access the resource at this link:
<https://www.canva.com/>

Social Media Kits with ready-made posts and graphics for SDG-related campaigns



QUICK TIPS



TIP 1 - EXPLORE READY-MADE TEMPLATES

In Canva, enter section "Templates", then choose "Social media" and type "SDG" to find pre-designed templates specifically for SDG campaigns. These templates are already formatted for social media platforms like Instagram, Facebook, TikTok, X, and others.



TIP 2 - CUSTOMISE TEMPLATES

Once you pick a template, Click on "Customise this template" and you can easily change the text, colours, and images to fit your SDG message and personal style.



TIP 3 - ADD SDG ICONS & LOGOS

Canva offers a library of SDG-related icons and logos. Simply search for "SDG" in the elements section and add them to your posts to make your content visually aligned with the global goals.

TIP 4 - USE IMPACTFUL GRAPHICS

Choose from Canva's collection of graphics and illustrations related to sustainability, equality, and global development to make your posts more engaging and informative.

TIP 5 - BRAND YOUR CAMPAIGN

You can also further customise the template with your organisation or campaign's logo, colours, and fonts to create consistent, professional-looking visuals that reflect your campaign's identity. You add your logos from the "Uploads" section.

TIP 6 - SCHEDULE AND SHARE

Once your designs are ready, use Canva's built-in download and share options to export your designs in the format you wish and easily post your content directly to social media or schedule it using a social media management tool.

Community Engagement Guidelines



THE COMMUNITY TOOLBOX (UNIVERSITY OF KANSAS)



The Community Toolbox is a free online resource that helps people work together to make their communities better. It's like a big toolkit full of guides, tips, and examples to help anyone—from students to community leaders—solve problems and create positive changes where they live.

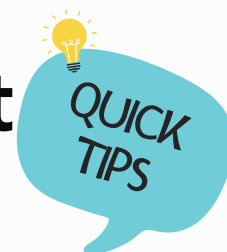
The toolbox covers everything you need to know about building strong communities. It explains how to plan a project, bring people together, and take action to make a difference. For example, you can learn how to organize a neighbourhood clean-up, create a campaign to raise awareness, or start a group to tackle issues like bullying or mental health.

One of the best parts is that it's written in simple, clear language, making it easy for young people to understand and use. The toolbox also includes real-life stories from people who've made an impact, so you can get inspired by what others have done. Whether you want to make your school, neighbourhood, or city a better place, the Community Toolbox gives you the tools to take action and make change happen!

Access the resource at this link:

www.ctb.ku.edu/en/toolkits

Community Engagement Guidelines



TIP 1 - START SMALL



Begin with the "Getting Started" section to learn the basics of identifying problems and setting goals for your community. Choose a simple, manageable project, like organizing a park clean-up or a school awareness campaign, to gain confidence and build momentum for bigger initiatives later.

TIP 2 - PLAN YOUR PROJECT



Use the planning guides to outline your project step-by-step. Clearly define what you want to achieve, who can help, and how to get the resources you need. A solid plan makes it easier to stay focused, solve problems, and ensure your project succeeds.

TIP 3 - INVOLVE EVERYONE



Explore tools for engaging others in your community. Invite friends, neighbors, and classmates to join your cause. Make them feel included by listening to their ideas and giving them roles that match their skills. A strong, diverse team can accomplish more together.

TIP 4 - BUILD SKILLS

Take advantage of the toolbox's resources to develop communication, problem-solving, and teamwork skills. These tools will help you lead meetings, handle challenges, and make group decisions effectively. Strong skills can turn a good idea into a successful project.



TIP 5 - MEASURE YOUR SUCCESS

Use the evaluation tools to track your project's progress and impact. Gather feedback from your community to see what's working and what isn't. By learning from the results, you can make improvements and ensure your efforts truly make a difference.



TIP 6 - GET INSPIRED

Read the success stories from other communities to see how they tackled challenges and made a difference. Use their creative ideas and lessons to guide your work and inspire your team. Knowing what others have achieved can motivate you to aim high and stay determined.



Tips for Public Speaking



READ.AI

Read.ai is an AI-powered communication tool designed to enhance virtual and in-person speaking skills. It provides real-time analysis of speech patterns, tone, clarity, and engagement levels, helping users refine their delivery. The tool uses AI to track metrics such as speaking pace, filler words, sentiment, and audience engagement, offering actionable insights for improvement.

For public speaking, Read.ai helps users practice presentations by recording and analyzing their speech, providing feedback on areas like vocal variety, confidence, and word choice. It also integrates with video conferencing platforms like Zoom and Microsoft Teams, enabling live performance tracking and post-meeting reports.

Read.ai supports speakers in developing clearer, more persuasive communication. Whether preparing for a keynote, pitch, or meeting, it ensures structured, confident delivery. This makes it an excellent tool for professionals, educators, and students looking to enhance their public speaking abilities.

Access the resource at this link:

<https://www.read.ai/>

Tips for Public Speaking

QUICK
TIPS

TIP 1 - KNOW YOUR AUDIENCE/ BE CONFIDENT

- Be confident about the content of your speech/ presentation (practice and replay the key points in your mind to get familiar and make sure you don't miss anything)
- Know your audience (their expectations and level of understanding)

TIP 2 - STRONG START/USE YOUR BODY AND VOICE

- Start strong with some interesting fact or a breaking the ice activity
- Maintain eye contact throughout
- Use gestures and body language
- Use different tone in your voice depending on which points you want to emphasize

TIP 3 - BE CLEAR AND TAKE YOUR TIME

- Be clear and concise
- Don't rush, take your time and give time to your audience to process the information presented or ask you questions

TIP 4 - USE VISUALS EFFECTIVELY

Use visual prompts to support your speech in a wise manner: too much can be daunting and draw attention from what is being communicated

TIP 5 - CHECK FOR FEEDBACK

Ensure that your presented content is on point and check audience's reactions for feedback. Some people might feel embarrassed to ask questions while others may need a different approach/ pace of receiving the information presented to them.

TIP 6 - EFFECTIVE DAMAGE CONTROL

Remain positive and pleasant
Perform damage control (in case of unforeseen issues) in a calm manner without diverging from the original objective.

MOODLE



MOODLE is an open-source learning management system (LMS). It is designed in such a way that promotes interaction among peers via the creation, management and sharing of educational courses. This amazing tool enables further development of educational skills and knowledge via experience sharing. Its functions include forums, quizzes, assignments and assessment reports all of which can be uploaded and shared by stakeholders with an educational/ academic profile.

Its connection to peer education guidelines is direct as it provides a common ground for all stakeholders involved to learn within a collaborative context. Moreover, its feature of creating customizable educational programmes allows for specific topics to be covered thoroughly while enriching their content via the exchange of knowledge on the subjects explored each time.

MOODLE's effectiveness relies heavily on the human factor and specifically on the level of skills and knowledge of the peers involved as well as their ability to utilise its tools to their full potential.

Access the resource at this link:
<https://moodle.org/>

Peer Education Guidelines

QUICK
TIPS

TIP 1 - SAFETY/ INCLUSION

Create an environment that is safe and inclusive. This way more peers will be attracted, active participation will be promoted and the exchange of skills/ knowledge will be enhanced

TIP 2 - CLEAR RESPONSIBILITIES

Each peer should have a clear role otherwise we risk chaos and an exchange of educational information in a disorganised manner. This can lead to the transition of partial or false knowledge and thus make it useless

TIP 3 - CLEAR LEARNING OBJECTIVES

The learning objectives must be clear, defined and shared with all stakeholders prior to the peer-to-peer activity. The need to be expressed in a way that leaves no doubts or leads to questioning of their relevance to the subject.

TIP 4 - PROVIDE SUPPORT AND GUIDANCE

Respond to less experienced peers or peers that lack the skills for participation in peer education programs/ activities. Let them know that support is being offered throughout the duration of the program and guide them when required.

TIP 5 - PROMOTE COLLABORATION/NETWORKING

Allow room for collaboration and networking by incorporating tasks that require team work. Provide peers with a space for active communication such as a forum where they can exchange their work but also initiate discussions. Foster long-term connections.

TIP 6 - EVALUATE THE PROGRAM

Seek constant feedback from peers regarding the effectiveness of the program and the methods chosen for its implementation. Perform self-evaluation to identify gaps and things that could have been done in a more effective way.

Mentoring Guidelines



MENTORCLIQ

MentorcliQ is a mentoring software and online tool that can enhance the mentoring process especially when it's taking place within large organizations. Its main purpose is to perfectly match mentees with mentors depending on their skills and the purpose of the mentoring. It does so by enabling effective communication between the two parts and tracking the progress made during all phases of the mentorship.

The connection that this digital tool shares with mentoring guidelines is the fact that it fosters robust relationships between the mentors and the mentees in a structured, organised manner. It provides mentors with resources such as integrated online tools for starting a conversation and suggested activities. Moreover, regular feedback and evaluation such as surveys, evaluation- tests and progress reports contribute positively towards the creation and implementation of effective mentoring guidelines.

Despite the fact that it is mainly used in grand working environments its features can be applied in other situations too.

Access the resource at this link:

<https://www.mentorcliq.com/>

Mentoring Guidelines



QUICK
TIPS



TIP 1 - SET CLEAR OBJECTIVES

Before anything else, the mentor has to set clear objectives which have to be in line with the ones set by the mentee for the mentoring relationship to be effective



TIP 2 - SET BOUNDARIES TO A STRONG RELATIONSHIP

The mentor must set the boundaries, the specific frame in which all actions will take place (e.g. the level of commitment required from the mentee, frequency and duration of the meetings)



TIP 3 - PROVIDE SUPPORT AND ENCOURAGEMENT

The mentor, being the leader of the process has to be always available for providing support on an academic, practical and emotional level (e.g. by encouraging the mentee to carry on, providing positive prompts in the form of feedback)

TIP 4 - PROMOTE SHARING OF EXPERIENCES

By sharing personal experiences that relate to the subject the mentor fosters a sense of familiarity that allows the mentee to feel more relaxed and absorb information effectively



TIP 5 - FOSTER AND PROMOTE INDEPENDENCE

Although the mentor has to support the mentee thoroughly and consistently, it should be done within a context that allows independence on both ends (e.g. ask the mentee to take on initiatives and perform tasks by themselves)



TIP 6 - EVALUATION, EVALUATION, EVALUATION!!!

Perform evaluation procedures throughout the mentoring process as it enables proactivity and promotes positive outcomes



Advocacy Evaluation Tools

ADVOCACY CAPACITY TOOL (ACT!)



The **ACT! Quick tool**, developed by the Alliance for Justice, is a streamlined version of their comprehensive Advocacy Capacity Tool (ACT!). It is designed to help organisations, coalitions, and groups quickly assess their readiness to engage in advocacy by evaluating their current skills, resources, knowledge, and practices.

ACT! Quick consists of 18 multiple-choice questions, each focusing on different indicators of organisational capacity. Respondents are asked to evaluate their organisation's current capacity using a 4-point scale:

- Very Strong / Always
- Moderately Strong / Usually
- Somewhat Strong / Sometimes
- Not Strong / Rarely / Never
- I Don't Know / Not Applicable

Upon completion, an automatic score for each of the 18 indicators, offers a snapshot of the organisation's advocacy capacity. This allows organisations to document their assets, identify gaps, and prioritise areas for strengthening and growth.

Use ACT! Quick as an initial self-assessment and repeat the assessment periodically to monitor progress and development. The tool is accessible online, and users can save their progress and complete the assessment at their convenience.

Access the resource at this link:
<https://smartadvocacy.org/>

Advocacy Evaluation Tools



TIP 1 - SET WITH CLEAR GOALS



Before using the tool, identify specific advocacy goals or outcomes you aim to achieve. This helps align the evaluation process with your strategic objectives and ensures the insights from ACT! are actionable and focused on enhancing your efforts.

TIP 2 - ENGAGE KEY STAKEHOLDERS



Include a diverse group of stakeholders in the assessment process, such as staff, partners, and decision-makers. Their varied perspectives can provide a more comprehensive view of your group's advocacy capacity and highlight areas for collaboration.

TIP 3 - USE AS A BASELINE ASSESSMENT



Use ACT! as a starting point to assess your group's current advocacy capacity. Establishing a baseline allows you to measure progress over time and identify trends in capacity building.

TIP 4 - PRIORITISE CAPACITY GAPS



Analyse the assessment results to pinpoint areas where capacity is weakest. Focus on these gaps when planning training, resource allocation, or partnership development to make meaningful improvements in your advocacy efforts.

TIP 5 - INTEGRATE INTO ONGOING PLANNING

Incorporate ACT! findings into your group's strategic planning and program development. Use the insights to inform decision-making, prioritise activities, and create a roadmap for strengthening advocacy capacity.



TIP 6 - REPEAT ASSESSMENTS REGULARLY

Schedule periodic re-assessments (e.g., every 6–12 months) to monitor progress and adapt strategies. This ensures continuous improvement and helps you respond effectively to advocacy challenges and opportunities.



Guidelines for Evidence-based Advocacy

SMART ADVOCACY



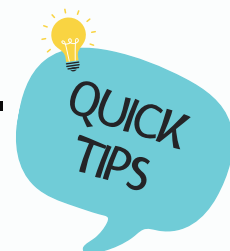
SMART Advocacy is a strategic framework enables effective advocacy through evidence-based, goal-oriented planning. Developed by the Advance Family Planning initiative, the tool focuses on achieving near-term, specific policy or funding “advocacy wins” that align with broader, long-term objectives. By guiding advocates through a nine-step process divided into three phases, Building Consensus, Focusing Efforts, and Achieving Change, **SMART Advocacy** ensures targeted and impactful efforts.

The approach emphasises the **SMART** criteria: **Specific, Measurable, Attainable, Relevant, and Time-bound**. Advocates identify key decision-makers with the authority to implement changes and craft compelling, data-driven arguments tailored to their interests and priorities. Steps include understanding the landscape, selecting strategic allies, refining advocacy requests, creating actionable work plans, and monitoring progress for iterative improvements.

SMART Advocacy is adaptable across issues and contexts and resource-limited settings. It fosters collaboration, integrates monitoring and learning, and offers tools to overcome setbacks, ensuring continuous progress. Whether for seasoned advocates or beginners, **SMART Advocacy** transforms advocacy into a structured, evidence-backed strategy to influence policy and funding decisions effectively.

Access the resource at this link:
<https://smartadvocacy.org/>

Guidelines for Evidence-based Advocacy



TIP 1 - SET CLEAR OBJECTIVES

Define specific, measurable, attainable, relevant, and time-bound (SMART) advocacy goals. These ensure your efforts are focused and aligned with achievable milestones, creating a solid foundation for strategic planning.



TIP 2 - KNOW YOUR STAKEHOLDERS & DECISION-MAKERS

Identify and understand the key decision-makers and stakeholders who have the authority to influence and implement your advocacy goals. Adjust your evidence and messages to align with their priorities and interests.



TIP 3 - LEVERAGE DATA STRATEGICALLY

Use credible, well-researched data to build strong arguments. Combine quantitative and qualitative evidence to highlight the relevance and urgency of your advocacy goals.



TIP 4 - ENGAGE STRATEGIC ALLIES

Collaborate with individuals and organisations that share your objectives. A united voice enhances credibility and influence while broadening the reach of your advocacy efforts.



TIP 5 - LEVERAGE SOCIAL MEDIA

Social media is a powerful tool for amplifying evidence-based advocacy. Use platforms like Twitter, Instagram, LinkedIn, and Facebook to share compelling, data-driven content tailored to your audience. Infographics, videos, and concise posts can make complex evidence more accessible. Use trending hashtags and advocacy-focused campaigns to enhance visibility.



TIP 6 - PLAN AND MONITOR

Develop a structured work plan outlining actions, responsibilities, and timelines. Regularly monitor progress and adapt your strategy to address challenges and take advantage of opportunities. While working towards long-term goals, prioritise achievable, near-term advocacy wins.



The Importance of Recognition in Community Engagement



BADGR

Badgr offers a free version with robust features suitable for creating, issuing, and managing digital badges. It supports the Open Badges standard, making badges portable and sharable across platforms.

Badgr, now known as Canvas Credentials, is a versatile and free digital badge platform designed to recognise and reward achievements in education, community engagement, and professional development. The platform allows organisations to create visually appealing, customisable digital badges that adhere to the Open Badges standard, ensuring they are verifiable and shareable. Users can define badge criteria, issue badges directly to participants, and track engagement through an intuitive dashboard. Additionally, **Badgr** supports learning pathways, enabling organisations to com

bine multiple badges to showcase progress and milestones. With its user-friendly interface and integration options, **Badgr** empowers educators, youth workers, and project coordinators to motivate participants, celebrate achievements, and enhance visibility for skills and contributions in a modern, digital format.

Access the resource at this link:
<https://www.badgr.com/>

The Importance of Recognition in Community Engagement

QUICK
TIPS

TIP 1 - CREATE MEANINGFUL BADGE CRITERIA

Design badges with clear and relevant criteria that align with the goals of your community engagement programme. For example, offer badges for leadership, teamwork, or completing specific projects to ensure the badges reflect meaningful contributions.

TIP 2 - USE BADGES TO BUILD LEARNING PATHWAYS

Encourage ongoing engagement by creating learning pathways within Badgr. Combine multiple badges into a sequence that showcases a participant's growth, such as progressing from a "Volunteer Starter" badge to a "Community Leader" badge.

TIP 3 - CUSTOMIZE BADGE DESIGNS FOR YOUTH APPEAL

Design visually appealing badges using Badgr's tools or upload custom designs that resonate with youth. Use bright colors, creative icons, and fun titles to make the badges exciting and shareable.

TIP 4 - RECOGNISE EFFORT, NOT JUST OUTCOMES

Award badges for participation, effort, and improvement, not just for achieving goals. For example, give a badge for "Active Participant" or "First-Time Volunteer" to encourage inclusivity and motivate continued engagement.

TIP 5 - PROMOTE SHARING AND VISIBILITY

Encourage youth to share their badges on social media. Highlight their achievements on your organisation's social media pages or newsletters to amplify their contributions and inspire others.

TIP 6 - INTEGRATE BADGES INTO RECOGNITION EVENTS

Use Badgr alongside recognition ceremonies or virtual events. Present badges during these occasions to publicly celebrate achievements, fostering a sense of pride and community among participants.

TIPS FOR ENGAGING IN ONLINE YOUTH FORUMS

EMPOWERING YOUTH FOR DIGITAL PARTICIPATION



The Youth Participation Toolkit by SALTO provides essential tips for young people to engage effectively and safely in online forums. Aligned with the EU Youth Strategy and SDG goals, this resource encourages meaningful digital participation, inclusivity, and respectful interactions within online spaces.

Online youth forums offer valuable opportunities for young people to connect, share ideas, and collaborate on issues that matter. Whether discussing community challenges, SDG-related topics, or simply exchanging knowledge, this guide equips youth with the tools to foster positive and constructive interactions.

Designed to be user-friendly, this guide outlines six key tips for navigating online forums with respect and purpose, helping youth build digital citizenship skills and actively contribute to vibrant, inclusive discussions.

You can access the full toolkit at this link:
<https://participationpool.eu/toolkit/>

TIPS FOR ENGAGING IN ONLINE YOUTH FORUMS



TIP 1 - KNOW THE FORUM'S PURPOSE



Understand each forum's goals and values before participating. Knowing the purpose of a forum helps you align your contributions and engage meaningfully, promoting a constructive and positive environment.

TIP 2 - BE RESPECTFUL AND OPEN-MINDED



Online forums bring together people with diverse perspectives. Approach each discussion with respect, valuing all viewpoints to create an inclusive digital space. Embrace differences as opportunities for learning and growth.

TIP 3 - ENCOURAGE POSITIVE INTERACTIONS



Support other participants by acknowledging their ideas and input. Positive reinforcement and encouragement help build a welcoming atmosphere, motivating everyone to participate fully.

TIP 4 - STAY ON TOPIC

Contribute to discussions by keeping your comments relevant to the topic. Staying on topic ensures the conversation remains focused, making it easier for others to follow and contribute meaningfully.



TIP 5 - USE CLEAR AND INCLUSIVE LANGUAGE

Communicate in straightforward language, avoiding jargon or complex terms. This makes the forum more accessible to all participants, supporting a diverse and inclusive online community.



TIP 6 - RESPECT PRIVACY AND CONFIDENTIALITY

Uphold the confidentiality of all members. Avoid sharing personal details and be mindful of others' privacy to cultivate a safe and trusting environment for open discussion.



Guidelines for European Youth Engagement

A RESOURCE FOR MEANINGFUL PARTICIPATION

The YRN Youth Participation Toolkit from the Assembly of European Regions (AER) was designed to support young people in engaging in EU initiatives and governance. This toolkit aligns with the SDGs and EU Youth Strategy by cultivating active citizenship, digital engagement, and inclusivity. While following these guidelines, youth can effectively contribute to discussions on regional and European policy, engage in meaningful dialogues, and become empowered advocates for their communities.

Engaging in European youth programs and initiatives provides a platform for young voices to be heard on issues such as climate action, digital rights, and sustainable development. This guide is structured to help young people navigate these spaces, building skills in governance, advocacy, and digital citizenship.

Accessible and action-oriented, this guide empowers youth to make a positive impact in Europe.

You can access the full toolkit at this link:
<https://aer.eu/yrn-youth-participation-toolkit/>



Guidelines for European Youth Engagement



**QUICK
TIPS**



TIP 1 - DEFINE YOUR ROLE AS A DIGITAL CITIZEN

Recognise the purpose of each forum and your role in it to contribute meaningfully and stay aligned with the group's objectives.



TIP 2 - PROMOTE INCLUSIVITY AND SHOW RESPECT

Value diverse perspectives and approach discussions with an open mind to create a respectful, welcoming environment.



TIP 3 - ENCOURAGE POSITIVE ENGAGEMENT

Support others by acknowledging their contributions. Positive engagement fosters a collaborative space for everyone.

TIP 4 - STAY UPDATED AND FOCUSED

Keep informed on relevant themes and stay focused on the topic, ensuring meaningful and impactful contributions.

TIP 5 - PRACTISE PATIENCE AND ACTIVE LISTENING

Allow others the time to express their ideas fully. Listening actively to understand different viewpoints strengthens discussions and enriches your own contributions.

TIP 6 - BE SOLUTION- ORIENTED

Approach discussions with a focus on constructive feedback and practical solutions. Focusing on solutions helps drive productive outcomes and motivates others to contribute positively.

Guidelines for Attending Networking Events

GUIDELINES FOR ATTENDING NETWORKING EVENTS



This guide, inspired by the ESDN Youth Network, is crafted to help young people engage actively and confidently in networking events focused on Sustainable Development Goals (SDGs) within the EU context. It aligns with SDG 17 (Partnerships for the Goals), emphasising meaningful youth participation and global connections.

Networking events, including workshops, webinars, and forums, provide invaluable opportunities for young people to connect with like-minded peers, SDG professionals, and European policymakers.

This toolkit offers practical steps for identifying relevant events, preparing for impactful participation, and fostering long-lasting connections. By using this guide, young people will be better equipped to contribute to SDG-related initiatives, broaden their networks, and take active roles in shaping sustainable development in Europe.

Access the resource at this link:
<https://www.esdn.eu/for-you/youth>

Guidelines for Attending Networking Events



TIP 1 - IDENTIFY KEY STAKEHOLDERS



Before attending, research influential participants or speakers related to the SDGs. Understanding who will be present helps you identify valuable connections, allowing you to focus on conversations that align with your interests.

TIP 2 - PREPARE SDG-SPECIFIC TALKING POINTS



Develop a few conversation starters focused on specific SDG issues that interest you, like "What impact have you seen from youth initiatives in renewable energy?" This approach shows your commitment to the SDGs and helps you connect meaningfully with others.

TIP 3 - PRACTISE ACTIVE LISTENING



Engage fully by listening attentively to others and asking follow-up questions. Active listening demonstrates respect and a genuine interest in others' experiences, which fosters deeper and more lasting connections.

TIP 4 - SHARE YOUR VISION FOR SDG IMPACT

Be prepared to briefly describe your SDG goals or the change you hope to achieve. By sharing your vision, you help others understand your motivations and goals, creating a foundation for potential collaboration.



TIP 5 - PARTICIPATE IN PANELS AND Q&A SESSIONS

Beyond one-on-one conversations, attending panel discussions and Q&A sessions enhances visibility. Asking thoughtful questions in these settings connects you with a wider network of people interested in SDG topics.



TIP 6 - UTILISE SOCIAL MEDIA TO STAY ENGAGED

Connect with event participants on social media and engage with event-related content. This ongoing interaction expands your network and keeps you informed of future opportunities within the SDG community.

