

# CLIMATE LEADERSHIP



FOR YOUTH PRACTITIONERS

**HANDBOOK #2 - SOCIAL ACTION**



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# CLIMATE LEADERSHIP

## SOCIAL ACTION HANDBOOK FOR PRACTITIONERS

This document is 1 of 3 handbooks in **Groundwork's Climate Leadership** series. This handbook will introduce you to social action and provide links to session plans which you can use with your young people.

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Groundwork have been delivering social action projects with young people for years, empowering them to influence their communities and change their environments. In these handbooks we share with you what we have learnt over the years in hope that more youth workers and community group leaders will deliver youth empowerment projects of their own.

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This handbook will introduce you to what social action is and how to deliver it.

# INTRODUCTION TO SOCIAL ACTION

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We know that 4 in 10 young people have taken part in youth social action but we want even more young people to be given the chance to participate in social action.

In this first session you will start to support, educate and create our future leaders.

Each topic in this handbook includes session plans, activity sheets & social media interactions. Young people on the programme will work through these with their trusted social action journal at hand.

In the first session plan we suggest an fun icebreaker which gets young people to think about their goals and what skills they will need to work towards them.



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# WHAT IS SOCIAL ACTION?

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Social action is the act of doing good in the world. It can take place in an education setting, at a youth group, at home, online or within a local community.

Social action is a movement of motivated people who work individually or together to improve the lives of others or their local surroundings through a range of actions including campaigning, fundraising or volunteering.

There are a number of ways young people can influence and improve the quality of our lives, both locally and globally.

**“Young people aren’t just the leaders of tomorrow. They have the energy, skills and ideas to change society and environment for the better today. We must support and empower them to be active citizens, both now and in the future.”**

#Iwillcampaign

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# SKILLS IN SOCIAL ACTION

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Young people will learn a range of new skills throughout the social action project including the skills of team work, leadership, communication, digital media, marketing and creativity.

These skills are needed to deliver a great social action project but they will apply beyond this too, helping young people to explore more opportunities in their lives.

By learning through inspired action young people will feel more empowered on their social action journey and develop more as individuals.

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# IDENTIFYING AN ISSUE

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Before supporting young people with their social action projects, we must first recognise what matters to them in their environment. The best place to start is to identify injustices around us, either in our local communities or globally. Speak to others in your community & read the news; research will be yours and your young people's key tool to success.

Once we have an understanding of existing societal issues, as practitioners we can now lead by example, inspiring our young people by demonstrating what social action looks like.

This session focuses on supporting young people to recognise the issues around them and identifying an issue that they would like to tackle as a group.

You will use interactive workshops and they will make use of their social action journal.

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# IDENTIFYING A SOLUTION

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Now that your young people have chosen a social action topic, you will need to explore potential solutions with them.

By using this interactive workshop exercise, encourage the young people to engage with their social action journal, here an action plan will begin to take shape.

By now your youth group will most likely be full of ideas and eager to try them out. It is up to you as a practitioner to decide what to do and how to do it.

If you need some guidance in this area we have created a worksheet with some examples of social action projects and the solutions that have been used.

**Be sure to share your ideas with us on Twitter:  
@GWKYOUTHGM and on Instagram: @gwk\_online**

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# DEVELOPING A SOCIAL ACTION PROJECT

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The first part of a social action project is crucial as young people often want to tackle lots of different challenges and they are enthused with amazing ideas on how to do it.

As the group start to develop their plan, practitioners must make sure that what the group have set out to do is realistic in the time available.

In this session plan you will find digital resources which help young people with planning. It also includes the definition of S.M.A.R.T targets which will help you with your delivery.

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In the last session you showed the group how to make a start on developing their social action project plan.

In this session young people will enjoy some free time to further develop their social action plan. You should provide support as required and encourage them to reflect back on their youth social action journal, reviewing the timeline and goals they have previously set themselves.

[DOWNLOAD SESSION PLAN 2](#)

# RESOURCING & BUDGETING

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This section is one of the most important stages in planning a social action project as it helps young people to understand what tools they have to work with.

In addition, budgeting is an extremely helpful tool for young people to learn and utilise elsewhere in their lives. In this session young people will learn to explore how to create resources, source items for free and make a plan for their finances.

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# INFLUENCE & OUTCOME

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In a digital world, the potential to influence others has never been bigger.

This session helps young people recognise the potential reach their project could have if using the right platforms and messages.

Power of youth!

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# IMPLEMENTING A PROJECT

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At Groundwork we can only imagine how much hard work your young people will have put into creating and planning their social action project.

They should now be ready to transition from the planning stages to the delivery stage of their project.

The session should be youth led and young people should finish the session feeling empowered and recognising themselves as young leaders!

**Be sure to share your activity with us on  
Twitter: @GWKYOUTHGM  
and on Instagram: @gwk\_online**



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# IMPACT

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All social action projects should measure the impact that they have had on the people and environments around them.

This session allows practitioners to support young people to review the projects impact and allows the team to self-reflect.

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# CELEBRATION

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What a journey it has been!

It is time to celebrate and congratulate all of your young people!

Celebration is a great way of rewarding the young people for their dedication and teamwork. Young people should reap the rewards and social gratification of the positive impacts their project has had.

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# KEY TAKEAWAYS



## **Planning is key**

Most young people have big ideas and are ready to change the world!  
Make sure you help keep them grounded so they can deliver a project with great outcomes.

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## **Lead by an example.**

Find something you are passionate about and take action to make things better.

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**Throughout everything make sure young people are empowered to imagine a different, better society!**

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