



**NATIONAL  
LOTTERY FUNDED**



**'Owning It' Campaign Toolkit**

## What is #OwningIt?

'Owning It' is a public engagement campaign to raise awareness of the fact that the future of young people is bound up in the future of the environment.

The campaign aims to:

1. **Raise awareness** about the Our Bright Future programme
2. **Engage young people** who are not currently taking part in the programme
3. Bring together all the Our Bright Future projects for a **united campaign**

The overarching message is:

**'It's #OurBrightFuture and we're #OwningIt!'**



We are asking organisations, projects and young people both within and outside of Our Bright Future to join the #OwningIt movement. We want to illustrate the large-scale impact that can be made to the environment when many people take small actions. The campaign will provide inspiration and ideas to excite young people and encourage them to take action.

The vital element to glue this campaign together is to communicate the actions you are taking. Use 'It's #OurBrightFuture and we're #OwningIt!' on your social media channels. We are setting up a 'tagboard' on the Our Bright Future website which means that everytime #OurBrightFuture is used on social media channels, including Facebook, Twitter and Instagram, it will automatically appear on our website. This means that at any point you can go onto the Our Bright Future website and see what everyone is doing for the #OwningIt campaign.

## Timeframe

Our Bright Future has celebrated its first year of activity so we have success stories and momentum. It is the right time to step up the awareness of the programme.

'Owning It' is the first phase of a longer plan of activities. This phase will launch in the week of **23 October 2017** and will last for the next 12 months. In order to give projects the maximum opportunity to mark the start of #OwningIt, the launch will take place over the course of a week rather than a specific day.

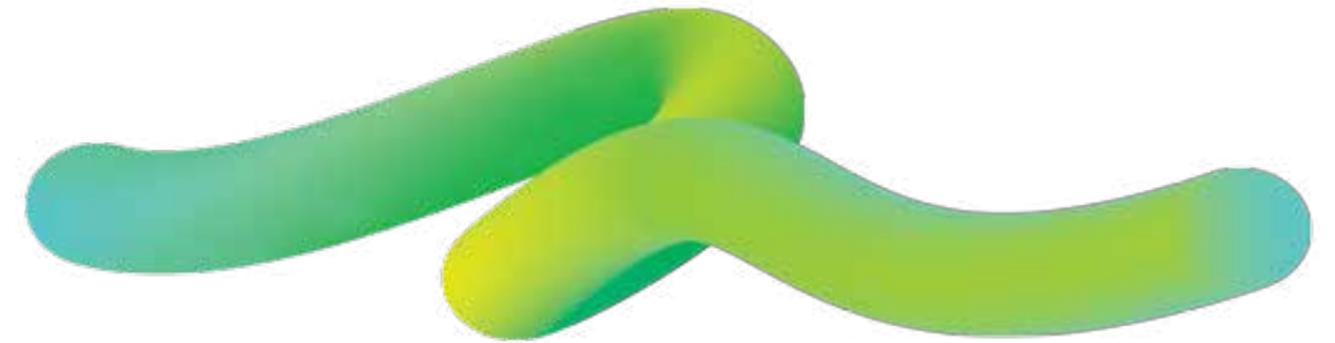
Phase one will equip young people with influencing and campaigning skills that they can use going forward. To teach these skills to the young people and get input on the direction of the campaign, a series of regional policy and campaigning workshops will take place in the next 12 months. Phase two (October 2018 onwards) will lead onto policy influencing.



## Rationale behind an Our Bright Future campaign

In the first year of Our Bright Future more than 20,000 young people were engaged in the programme. This shows that collectively we have an incredible reach already. Our Bright Future goes so much further than the impacts of individual projects. Together we have a louder voice and greater chances to be heard! At this stage, we need to develop our contacts with other third sector organisations, government departments, businesses, funders and decision makers.

In addition, through our network of young people, we have the potential to reach thousands more 11-24s who currently aren't engaged with the programme. The campaign will harness this momentum and create a solid base for policy campaigning along with celebrating the practical actions everyone can take for the environment.



## Why embrace #OwningIt?

There is a lot in it for you. If you are an existing Our Bright Future project, this is a great opportunity for you to share ideas and be inspired by other projects. It is also an exciting way of showcasing your project as part of a bigger movement.

If you are a young person, #OwningIt will help you gain new skills, improve your CV, challenge yourself and connect with others. And it's great fun!

Taking part in #OwningIt activities is easy. They are totally flexible so you can choose how to get involved and come up with your own ideas. You can easily integrate them in your usual activities and it is a great opportunity to showcase your project. There is **something for everybody**, both online and offline.





## #OwningIt ideas for projects

At the Our Bright Future all project seminar in April 2017, the projects created pledges to support the #OwningIt campaign. Their enthusiasm and energy were incredible. Here are some of the pledges for inspiration:

### Project activities

- Run a [workshop](#) for the young people on the project to discuss #OwningIt and pledge their own actions
- Arrange [challenge days](#) as part of #OwningIt e.g. beach cleaning day
- Organise an #OwningIt day of [activities](#) for the community to get involved in
- Make a banner or piece of [artwork](#) to promote #OwningIt
- Do a talk/activity at a local [school](#) or community centre about #OwningIt
- Run a dedicated [social media](#) session to equip young people to promote #OwningIt
- Use [#OurBrightFuture](#) and [#OwningIt](#) in all social media throughout the campaign
- Include [#OurBrightFuture](#) and [#OwningIt](#) on all project [videos](#)
- Organise an #OwningIt [awards](#) ceremony to celebrate the achievements of young people from the project
- Create an #OwningIt [magazine](#) and distribute in the local area
- Ask every young person from the project to put a post on [social media](#) using #OwningIt and #OurBrightFuture
- Create a project [YouTube](#) channel dedicated to showcasing #OwningIt actions
- Take a [group photo](#) of the young people from the project and share on social media using #OwningIt and #OurBrightFuture

### Awareness raising within organisations

- Give a [presentation](#) about Our Bright Future to other teams in your organisation
- Ask your [marketing](#) team to promote the campaign
- Tell [other organisations](#) about #OwningIt
- Include information about Our Bright Future and #OwningIt in inductions for [new staff](#)
- Promote #OwningIt on organisation-wide [social media accounts](#) in addition to project ones

## #OwningIt ideas for young people

Whether you're involved with an Our Bright Future project or not you can still take action for the environment and make a difference. The most important thing is to make sure that you use both hashtags on your social media channel so that we can inspire each other.

### Campaign

- Attend a board meeting at your project's organisation to talk about #OwningIt
- Invite your local MP to visit your project
- Write to your local paper about what you're doing for #OwningIt
- Contact your local radio station or newspaper about #OwningIt
- Tweet a celebrity about what you're doing for #OwningIt
- Make a vlog about #OwningIt
- Write a blog about #OwningIt

### Conservation

- Buy a bird feeder and put it in your garden
- Make a bird box
- Make a log pile
- Leave some of your garden wild for nature
- Plant a tree
- Grow bee-friendly plants
- Do a litter pick, get your friends to help out

### Ethical consumer

- Buy a reusable coffee cup rather than using non-recyclable coffee cups
- Boycott microbeads in toiletries
- Go peat-free
- Look for ethical cosmetic and clothing brands
- Explore your local charity shop
- Buy Fairtrade products
- Have a meat-free day
- Buy locally produced food
- Buy seasonal fruit and veggies
- Buy organic products
- Make a meal using the reduced items in supermarkets before they get thrown away
- Upcycle old clothes or swap them with friends

### Appreciation of nature

- Cycle/walk to school/work rather than driving or using the bus
- Create a wild work-of-art using natural things you find on a nature walk
- Take nature photos
- Visit your nearest nature reserve
- Go on a picnic
- Go camping and cook dinner on a bonfire

## Resources

We have created suggested visual and written content for your communications channels to support your involvement in the #OwningIt campaign. They can be downloaded from the Green Room (for project leads) or the Youth Forum Facebook page (young people). These include:

### Email footer image

If you lead a project you could change your email footer to include the #OwningIt message below your contact details.

### Flyer

These can either be printed and distributed or posted on social media, websites or project newsletters.

### Posters

These can be printed and displayed on a notice board at your project and in your community. They can also be used on social media, websites and email newsletters.

### Image bank

We want #OwningIt to be fun and exciting for young people. Here are some images to get your started with your promotion. All the images used for the campaign should be focused on taking action. They should be clear, bright and show the inclusivity of the campaign.



### Social media header

Your project social media accounts can change their cover photos to reflect the #OwningIt campaign.

### Social media launch image

Upload this post onto your social media accounts to launch the campaign.

### Pledge cards

These can be printed and you can take a selfie holding your personal #OwningIt pledge.

### Twibbon

We have created a #OwningIt Twibbon for you to use on social media.



## Suggested social media content

Don't worry if you're not used to creating social media content. Remember to include images and video of your #OwningIt activity. Here are some suggested accompanying posts:

We're #OurBrightFuture and we're #OwningIt

The #OurBrightFuture #OwningIt movement is open to everyone

Want to be a part of #OurBrightFuture but not linked to a project yet? You can still be #OwningIt in your community

The #OwningIt movement brings all 31 #OurBrightFuture projects together

#OurBrightFuture projects are greater than the sum of their parts. Together they're #OwningIt

#OwningIt is lots of people taking action to improve their local community and environment with the support of #OurBrightFuture

Want to make a difference but don't know where to start? The #OurBrightFuture #OwningIt campaign is for you

How are you #OwningIt?

Add #OwningIt and #OurBrightFuture to your social media posts to join the movement

What are your #OwningIt plans for this weekend?

Need some #MondayMotivation here's some ideas of how you can be #OwningIt with #OurBrightFuture

Have you improved your community space by #OwningIt? Share it with #OurBrightFuture this #TransformationalTuesday

It's #TravelTuesday! Where have you travelled to on your #OwningIt journey? Share it with #OurBrightFuture

Have you got an idea to share with #OurBrightFuture to inspire all of our #OwningIt missions? Share your #TipTuesday

What are your #SaturdayShenanigans for the #OurBrightFuture #OwningIt movement?

Challenge of the day! Tweet the vloggers you follow and tell them about how you're #OwningIt with #OurBrightFuture

Has #OwningIt made you shop differently? Tweet us the ethical gems you've found #OurBrightFuture

#OwningIt challenge! Who can get the most likes for their #OurBrightFuture activity this week?

You're one of 100,000 young people taking part in #OurBrightFuture through #OwningIt

Lots of small actions make a big difference. #OwningIt with #OurBrightFuture is making the planet a better place for us all

Group hug everyone! You're doing such amazing things with #OurBrightFuture #OwningIt movement

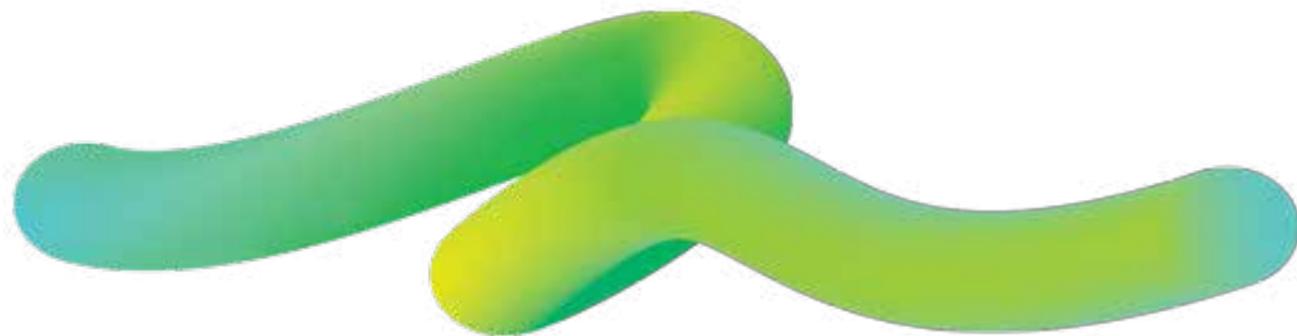
Don't forget we're now on YouTube. Get more #OurBrightFuture #OwningIt inspiration over on our channel

Not following us across all channels yet? Come on guys search @obrightfuture on Facebook, Twitter and Instagram for daily updates on #OwningIt

Selfie time! Instagram your best #OwningIt photo

Are you the @Zoella of the #OurBrightFuture community? We'd love to see your #OwningIt vlogs!

Budding journalist? Why not send us your #OwningIt blog for the #OurBrightFuture website?



Got a questions? The Our Bright Future team can help:

Email: [ourbrightfuture@wildlifetrusts.org](mailto:ourbrightfuture@wildlifetrusts.org)

Phone: 01636 670000

Our Bright Future is an ambitious and innovative partnership led by The Wildlife Trusts. It is a £33 million programme funded by the Big Lottery Fund, through the national lottery. It is bringing together the youth and environmental sectors and is formed of 31 projects across the UK.

[www.ourbrightfuture.co.uk](http://www.ourbrightfuture.co.uk)

Follow our social media channels for regular updates and to see other #OwningIt activity.



**NATIONAL  
LOTTERY FUNDED**