



Policy Support in Scotland Tender Outline

Background

[Our Bright Future](#) is an ambitious and innovative partnership led by The Wildlife Trusts which brings together the youth and environmental sectors. This £33 million programme funded by the National Lottery Community Fund is formed of 31 projects across the UK which are running for up to five years. Each project is helping **young people aged 11-24** gain vital skills and experience and improve their wellbeing. At the same time, they act as catalysts for delivering change for their local environment and community; whilst contributing to a greener economy.

The projects are hugely diverse and address multiple issues and challenges faced by young people. There is one theme that brings all the projects together: the focus on young people and the environment. Young people are developing knowledge, skills, resilience and confidence to increase their employability and wellbeing. At the same time, young people are supported so that they have influence in shaping their local environment. Our Bright Future is ambitious, and we are excited about what we can achieve together.

The Our Bright Future partnership has more than 40 years of combined experience in managing social and environmental grant programmes totalling nearly £300 million. It has a proven track record of empowering young people. Our partner organisations are the Centre for Sustainable Energy, The Conservation Volunteers, Field Studies Council, Friends of the Earth, National Youth Agency, UpRising and Yorkshire Dales Millennium Trust.

Our four programme outcomes

-) Participation in the Our Bright Future programme has had positive impacts on young people equipping them with the skills, experience and confidence to lead environmental change
-) The Our Bright Future programme has had positive impacts on the environment and local communities
-) The Our Bright Future programme has influenced change and created a legacy
-) The Our Bright Future programme utilises an effective partnership working and a youth-led approach, leading to stronger outcomes for young people and the environment

Policy and advocacy function

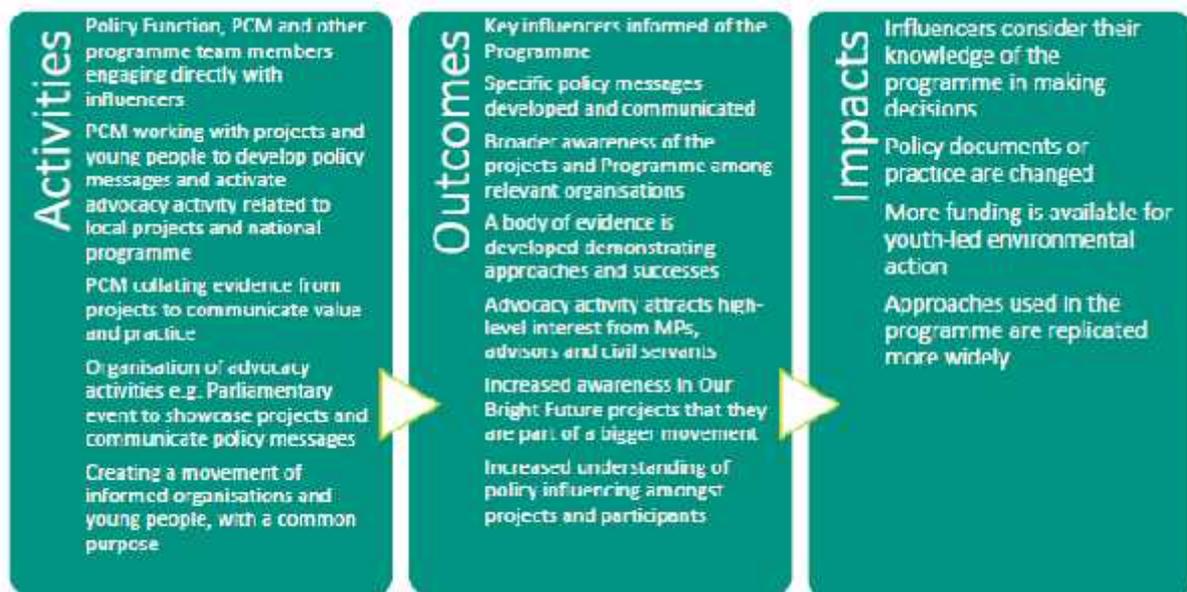
Policy and advocacy are integral to Our Bright Future. One of the programme outcomes specifically focuses on this function: The Our Bright Future programme has influenced change and created a legacy.

A large part of the programme's aim to influence policy and practice is fulfilled by the policy and advocacy function which is overseen by a Policy and Advocacy Manager (PAM). The PAM's role is to develop a policy influence and advocacy strategy (Annex A) and liaise with policy and decision makers. The PAM also provides support and practical tools for policy influencing to support projects through

regional workshops and online tools, which are valued by organisations with limited or no experience of this type of activity.

The programme also aims to influence policy at a programme level (i.e. collective influence of the portfolio, strategic influence of the programme and the creation of evidence to influence policy and decision making) most of which is linked to the activities of the Policy Function.

An ongoing independently commissioned evaluation is collecting evidence of the collective impact of the 31 projects and how young people can act as catalysts for delivering change for the environment and their local communities. The good practice and lessons learnt will form the evidence base to challenge decision makers across the UK and stimulate new thinking and dialogue on young people and environment.



There are also opportunities to influence policy at a project level, most often through project staff and young people from individual projects directly engaging with decision makers.

The Three Asks

In 2018, the Policy and Advocacy Manager ran a series of workshops with young people and project leads. More than 300 young people answered the question:

'If you could change one thing for you and the environment, what would this be?'

We collected more than 700 ideas from young people and youth workers during eight events and youth-led research. Young people replied that they wanted three key changes around the following themes:

Ask 1: more time spent learning in and about nature

We call for Government to produce guidance to schools stating that at least an hour of lesson time per day should be spent outdoors.



Ask 2: support to get into environmental jobs

We call for Government to fund a new Future Jobs scheme that would allow the environmental sector to support young people into environmental, conservation, horticulture and other careers.

Ask 3: Government, employers, businesses, schools and charities to pay more attention to the needs of young people and the environment

We call on Government to create space for young people to be heard and play an active role in society. Therefore, we urge Government to:

-) appoint a Minister for Youth, to coordinate government work to support young people and help them engage with politics
-) introduce a youth advisory board in every Government Department
-) remove barriers to youth engagement, for example by increasing accessibility of consultations (eg plain English and reduce length)

Tender outline

Realising our vision and turning the Three Asks into real policy change can only be achieved if the projects and the young people in the programme truly own the Our Bright Future asks, take action and work under a united identity to create a collective voice for change.

Therefore, we are now seeking an effective, committed and passionate organisation(s) based in each of the devolved nations, with the local knowledge, links and expertise to support the policy and advocacy function. The ambition is to ensure that young people and projects from each of the devolved nations are deeply involved in shaping policy and advocacy activities and that we effectively reach out to key influencers and decision makers within the three countries of Wales, Northern Ireland and Scotland.

The successful organisation will be required to deliver the policy support in Scotland which is made up of four key areas:

1. Build and manage effective relationships with key stakeholders in Scotland
2. Assist projects and young people with influencing government and other relevant decision makers in Scotland to promote the three Our Bright Future key asks and where relevant organise advocacy events
3. Ensure that the projects, Youth Forum and programme team are kept up to date with policy and advocacy activities in Scotland
4. Build links with other initiatives, programmes and activities focusing on young people and environment to ensure Our Bright Future is well-positioned as a leading initiative

Reporting requirements

-) Weekly update calls with the Policy and Advocacy Manager
-) Monthly written report on activity/impact
-) Contribute to reports for decision making panels
-) Liaison with the external evaluation contractor as and when required
-) Liaison with Programme Manager as and when required



Contract

The contract will run from April 2020 to March 2021 and the maximum budget for this contract is £20,000.

Application process and deadlines

Please complete the application form and provide the additional requested information. The deadline for submission of this application form is **Friday 13 March 2020**.

You will be informed by 18 March 2020 whether you have been shortlisted for a panel interview. If you are shortlisted, panel interviews are scheduled for 23 March 2020 and will be held in Newark.

Interview

The interview panel will consist of representatives from the Our Bright Future programme team and Steering Group.

You will be asked to give a presentation lasting no more than 20 minutes.

Your presentation should clearly explain your vision for delivering the contract, including relevant experience, any challenges and how you would overcome them.

A maximum of four members from the proposed management and delivery team may attend the interview. The interview may last up to 90 minutes. The question and answer session will be used to supplement the presentation and written application and clarify any issues arising out of the application.



Our Bright Future Policy Support in Devolved Nations (Scotland) Contract Application Questions

Organisational experience

| | |
|---|---|
| 1 | Please outline your organisation's experience of delivering policy and advocacy work (Maximum 1,000 words) |
| 2 | Please outline your experience of working within Scotland and your understanding of the different political and social landscapes within this country (Maximum 400 words) |
| 3 | Diversity and inclusion: please outline your experience with or plans to, involve and engage young people who may not normally have the opportunity to engage in policy or advocacy work (Maximum 400 words) |

Contract management

| | |
|---|---|
| 4 | How will you manage this contract? Please include management structure and responsibilities for the four key areas listed in the tender document (Maximum 1,000 words) |
| 5 | Please provide an overview of how the contract budget would be spent (Maximum 400 words) |
| 6 | Please outline any creative alternative methods of delivery and additional activity that you would undertake as part of this contract? (Maximum 400 words) |
| 7 | Please explain why you are passionate about delivering this contract (Maximum 200 words) |

Supporting information to be supplied with your application

| | |
|----|--|
| 8 | Please provide a specific case study or example of how your organisation has worked to empower a young person to make change |
| 10 | Please provide copies of your safeguarding, data use and any other relevant policies which reflect your organisation's approach and understanding of working with young people |
| 11 | Please provide a copy of your latest audited accounts and give a summary of your organisation's financial health |



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Annex A: Policy and advocacy strategy 2017 – 2020

Executive summary

This strategy has been developed following a series of consultations with the 31 projects delivering programmes as part of the Our Bright Future portfolio. More than 40 organisations have contributed their visions, ideas and expertise to support its development. This insight has also been underpinned by extensive desk-based research to provide an in-depth understanding of the current context in which Our Bright Future advocacy activity will be taking place.

The strategy is intended to outline the outcomes for the wider Our Bright Future programme as agreed with the National Lottery Community Fund during the initial conception of the programme. It provides supporting evidence of the multiple needs the programme aims to address and an overview of long-term vision for the whole programme.

Working towards the realisation of this vision, the strategy then moves on to highlight the objectives of the advocacy activity, identifying the six principles that will underpin activity in this area and the corresponding critical success factors. It goes on to provide a top-level breakdown of activities that will be delivered to achieve each critical success factor including key activities by year and where these sit in relation to other programme activity strands.

It moves on to outline the five underlying themes of the programme and how they will be used as a framework for all advocacy activity moving forward, as well as an overview of audience engagement principles, target audiences and current key messaging.

The annexes provide a comprehensive review of the policy context within each of the countries the programme is being delivered

Our Bright Future

Outcomes agreed with the National Lottery Community Fund

The Our Bright Future programme will empower young people (11-24 years of age) to shape their future and make a difference to the environment. In doing so, young people will have developed valuable skills and knowledge to help them into employment or further education, as well as the confidence and self-esteem to become leaders in their community and influence local decision making. Using this approach, the Our Bright Future programme will achieve the following outcomes:

1. Participation in the Our Bright Future programme has had positive impacts on young people equipping them with the skills, experience and confidence to lead environmental change
2. The Our Bright Future programme has had positive impacts on the environment and local communities
3. The Our Bright Future programme has influenced change and created a legacy

4. The Our Bright Future programme utilises effective partnership working and a youth-led approach, leading to stronger outcomes for young people and the environment.

Outcomes one and two will be achieved through the delivery of projects in the Our Bright Future portfolio. Outcome three will be achieved through the delivery of the programme-wide advocacy activity as set out in this strategy. Outcome four will be delivered through the Youth Function, Share Learn Improve and programme governance.

Who are we?

Our Bright Future is an ambitious and innovative partnership led by The Wildlife Trusts which brings together the youth and environmental sectors. This £33 million programme funded by the National Lottery through the National Lottery Community Fund is formed of 31 projects across the UK. Each project is helping young people aged 11-24 gain vital skills and experience and improve their wellbeing. At the same time, they act as catalysts for delivering positive change for their local environment and community; whilst contributing to a greener economy.

The benefits of these individual projects reach much further than the immediate visible local impact. Collectively we are gathering strong evidence about the way we can support the development of the environment and young people. We are confident that this evidence can start to guide economic choices and social and environmental policy made at local, regional, and national levels in the UK.

Programme vision

Our community of young, ambitious and capable individuals are standing up and taking action to shape and create a future they know is possible.

With the right support and infrastructure, we can help accelerate and focus this change - making sure each young person has the right skills, experience and connections to create the world they want. A resource efficient 'green' economy will become the favoured employment and education area for young people. Fresh opportunities will continually be created for them to develop relevant skills and experience, and the quality of our built and natural environments will be continually improved.

In doing so, young people will develop the confidence and resilience to become environmental leaders and influence decisions at local and national levels.

Why? - The needs we are addressing

Our Bright Future is an exciting and ambitious movement designed to address the key issues and challenges faced by this generation:

Economy

Evidence tells us:

-) 628,000 (13.7%) young people aged 16-24 were unemployed between September and November 2015¹

¹ House of Commons Library, *Youth Unemployment Statistics: Briefing paper*, 2015

- J National research identified four areas that face a skills shortage in relation to the green economy which include: skills supporting resource efficiency; low carbon industry; climate resilience; and skills to manage natural assets²
- J Skill sets such as team work, leadership and entrepreneurial skills are also critically important for green economy occupations, with employers expressing the need for initial education and training systems to provide solid foundation of basic competences and environmental education³
- J The UK has one of the largest skills gap in occupations relevant to the green economy in Europe. This is coupled with difficulties in attracting young people to green jobs.⁴

There is high unemployment in the UK especially amongst those under 24 years old. Research also reveals a lack of opportunities for young people to access green skills, knowledge and experience to help them into employment or further education. On top of this the UK must transition to work effectively within environmental limitations but the opportunities and benefits of the green economy are not readily accessible to young people. As a result, it is not a favoured employment and education route for young people.

Communities

Evidence tells us:

- J The physical and green infrastructure in our communities requires maintenance, and significant improvement to achieve our carbon reduction targets. This creates an opportunity to embed climate change adaptation, whilst also improving our collective wellbeing, securing a thriving natural environment, creating employment opportunities and bringing our communities together⁵
- J Structural and institutional segregation show signs of increasing in communities across the UK. There is evidence of increased residential segregation by ethnicity and our local areas are becoming increasingly age-segregated⁶
- J Children and young people report low levels of wellbeing, citing their local environments as one of the top ten issues that affect this⁷
- J 36% of 16 to 24 year olds feel able to influence decisions that affect their local area - compared to 71% of 16 to 24 year olds that think it is important.⁸

Our local communities are becoming increasingly fragmented and our collective wellbeing is being affected. At the same time our local infrastructure and spaces are being eroded and communities and young people are not involved in decision-making processes.

Environment

Evidence tells us:

² HM Government, *Skills for a green economy: report on the evidence*, 2011

³ CEDEFOP European Centre for the Development of Vocational Training, *A strategy for green skills*, 2012

⁴ CEDEFOP European Centre for the Development of Vocational Training, *Green Skills and environmental awareness in vocational education and training*, 2012

⁵ The Sustainable Development Commission, *The Future is Local: Empowering communities to improve their neighbourhoods*, 2010

⁶ Social Integration Commission, *Kingdom United: 13 steps to tackle social integration*, 2015

⁷ The Children's Society, *The Good Childhood Report*, 2015

⁸ Cabinet Office, *Community Life Survey Technical Report 2014-2015*,

- J The UK climate is projected to experience higher temperatures all year round, increased frequency of extreme weather events, specifically very hot days, intense downpours of rain and rising sea levels⁹
- J The State of Nature 2019 report also reveals that 41% of UK species studied have declined, 26% have increased and 33% shown little change since 1970, while 133 species assessed have already been lost from our shores since 1500¹⁰.
- J In 2014, just 4% of society identified the environment as an important issue facing society, compared to 49% of society that identifies the economy as important¹¹. In contrast, the public is now more concerned about the environment than ever before. More than a third (38%) now cite the environment in their top two issues, putting it behind only health (44%) and higher than Britain's future relationship with the EU (36%)
- J Young people rate environmental problems such as the climate crisis and global annihilation of wildlife even higher, placing them second behind Brexit. Almost half of 18 to 24 year olds chose environmental issues as one of the nation's three most pressing concerns, compared with 27% of the general population¹².
- J 50% of 16 to 24 year olds value spending time in the natural environment for improving quality of life¹³
- J In the 2015 UK Youth Parliament 'Make your Mark' survey, climate change was ranked just ninth out of ten issues that young people across the UK felt was important¹⁴

We are witnessing increased vulnerability to climate change and the diversity of nature and wildlife is suffering due to a disconnection between people and the environment. This systemic disconnection means the benefits of the natural environment to our wellbeing are not maximized. This is taking place during a time of increased urbanisation with limited emphasis on sustainable cities and the importance of sustainable lifestyles.

What drives us to do what we do? – Our Bright Future key principles

As our environment becomes increasingly vulnerable and the opportunities for a generation have decreased, Our Bright Future has stepped up to meet the challenge.

We are placing the two issues together, with a solutions-based approach to investment and delivery.

This can be explained by four underlying principles

- J Our Bright Future is **championing a generation** to become the environmental leaders of tomorrow
- J Our Bright Future achieves more for the environment and young people by **working collaboratively across sectors** to build relationships with organisations, businesses, politicians and experts

⁹ Department for Environment Food and Rural Affairs, *Vulnerability to Climate Change and Climate Risk Management*, 2011

¹⁰ State of Nature Partnership, *State of Nature*, 2019

¹¹ Ipsos Mori, *Britain: A paler shade of green*, 2014

¹² The Guardian, *Public concern over environment reaches record high in UK*, 2019

¹³ Ipsos Mori, *The British Public: Tree Huggers or gas guzzlers*, 2012

¹⁴ UK Youth Parliament, *Make your Mark: results report*, 2015

-) Our Bright Future is bringing **significant evidence** about the development of the environment and young people to the public's attention with our dynamic and determined approach
-) Our Bright Future challenges decision-makers across the UK to think innovatively about the **collective development of young people and the environment**.

Our intended impact

Young People

We are empowering young people to make a positive contribution to their communities through shaping and delivering their own projects which improve the areas around them. We are investing in opportunities for them to gain skills, experience and employment to develop themselves as environmental leaders.

Environment

We are creating significant change in the quality of our urban and rural environment. Local spaces are being transformed to provide vital havens for wildlife as well as vital services that help protect communities from climate change. We are improving local infrastructure and helping nature's recovery.

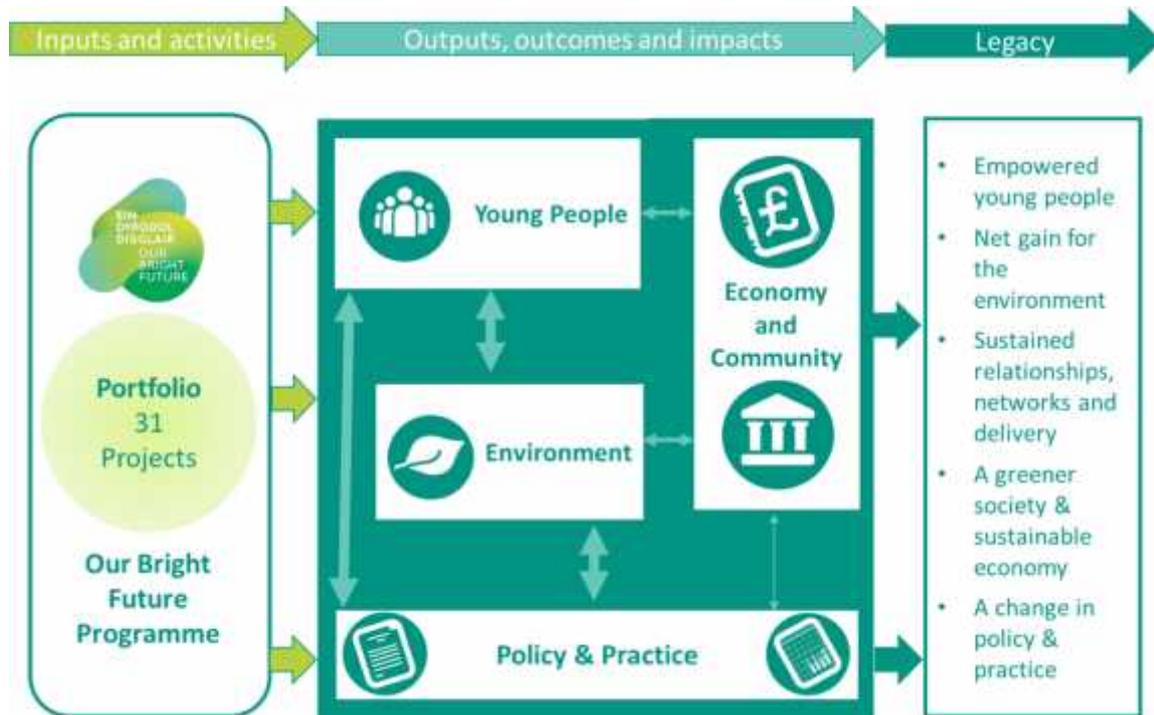
Communities

We are inspiring people of all ages, cultures and backgrounds to come together and contribute to a wide range of activities with positive and long-lasting impact. Successful local community enterprises are being established up and down the UK and local people are gaining a wealth of benefits from improved local places.

Economy

Using our best practice programme model, we are demonstrating the opportunities and benefits presented by a resource efficient and sustainable 'green' economy. In doing so, we aim to change how we invest in our society and make the green economy the favoured employment and education route for young people.

This is illustrated through the Programme Logic Model



Advocacy

How will the advocacy activity contribute to achieving this vision?

To achieve our long-term vision, the advocacy activity that will underpin the delivery of Our Bright Future projects will need to create a legacy; to ensure the continued investment and delivery of projects that deliver outcomes for both young people and the environment long after the initial Our Bright Future funding has ended in 2022.

This will be achieved by generating influence for:

-) Changed public and corporate policy; related to how decision makers value and invest in our young people, communities, environment and economy
-) Changed allocation of resources; related to how decision makers value and invest in our young people, communities, environment and economy.

We will be more successful in realising our vision by creating a community of Our Bright Future projects and the young people they are working with under a collective identity and building on this to create a collective voice for change.

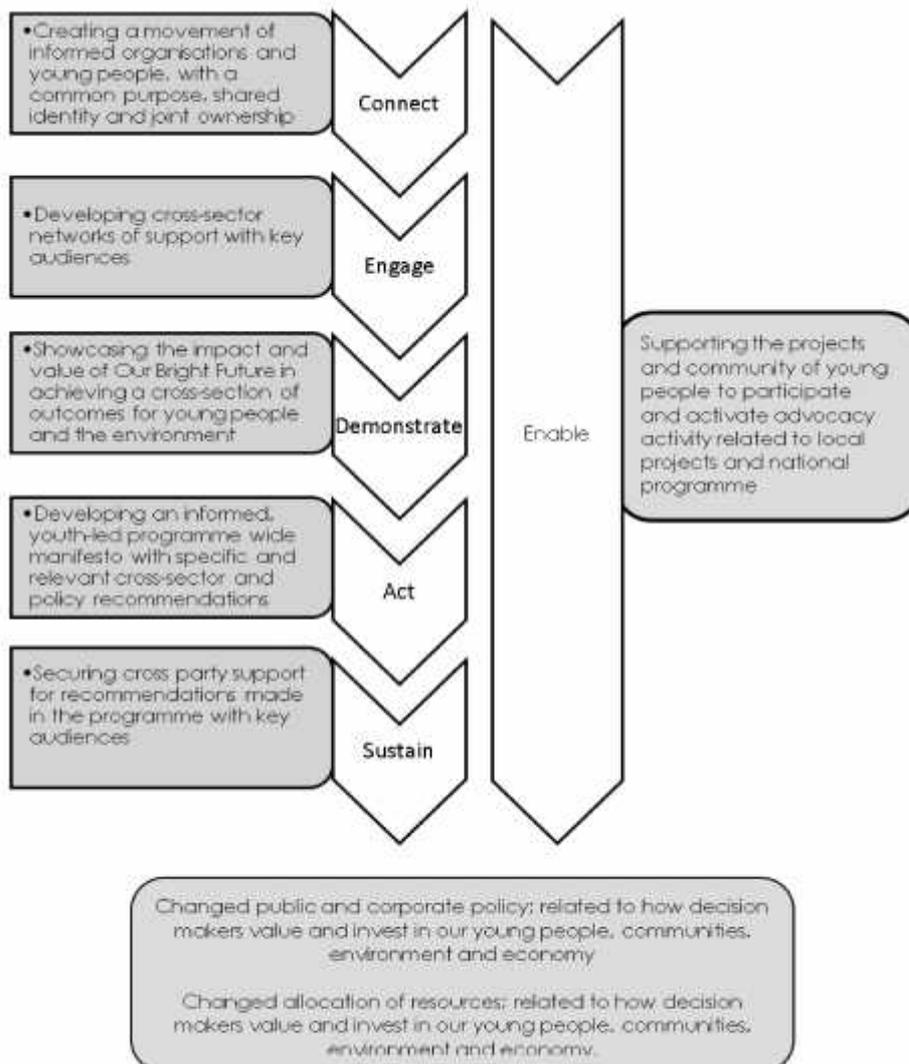
Young people will be at the heart of influencing the direction and engaging with all advocacy activity and asks.

This will ultimately be achieved by:

-) Creating a movement of organisations and young people, with a common purpose, shared identity and joint ownership

-) Supporting the projects and young people to participate and advocate equipping the project leads and the young people in the projects with influencing and campaigning skills
-) Developing cross sector networks of support with key audiences, including policy makers, business leaders and NGOs
-) Showcasing the impact and value of Our Bright Future in achieving a cross-section of outcomes for young people and the environment
-) Developing policy recommendations informed by the projects, the Youth Forum and the young people part of Our Bright Future programme
-) Influencing policy making around young people and the environment (e.g. 25 Year Environment Plan)
-) Working with policy makers, business leaders and NGOs to stimulate new thinking and dialogue on young people and environment and develop best practise
-) Changing public and corporate policy related to how decision makers value and invest in young people, communities, environment and economy.

This can be illustrated by six principles underlining advocacy activity:



Critical success factors

All advocacy activity will focus on delivering the following critical success factors in relation to the six identified principles:

Connect: Creating a movement of informed organisations and young people, with a common purpose, shared identity and joint ownership by:

-) Developing a strong programme identity through programme brand and key messages
-) Delivering a portfolio-wide youth campaign to 'unite and inspire' young people from across the portfolio and connect young people with each other (on/offline) supporting them to become advocates for the programme.

Engage: Developing cross-sector networks of support with key audiences by:

-) Building on the knowledge and networks of organisations in the portfolio to advance openings.
-) Building relationships with key audiences (including political audiences) across all programme themes
-) Coordinating project visits and events with target audiences.

Demonstrate: Showcasing the impact and value of Our Bright Future in achieving a cross-section of outcomes for young people and the environment by:

-) collecting, analysing and sharing evidence and learning papers with target audiences
-) responding to Government calls for evidence in line with programme themes
-) Engaging with and participating at external events and other relevant platforms
-) delivering programme-wide events to show case the programme (e.g. parliamentary receptions, party conference fringe events, round-tables on programme and learning).

Act: Challenging decision-makers across the UK to think innovatively about the collective development of young people and the environment by engaging young people, projects, project partners and their wider networks in consultations, the development of policy recommendations and best practice.

Sustain: Securing support for Our Bright Future and the recommendations and learning produced by the programme by:

-) working with policy makers, business leaders and NGOs to stimulate new thinking and dialogue on young people and environment and develop best practise
-) building upon the expertise and networks across the portfolio to strategically refine our policy approach and utilise the network to advance openings for influencing activity (e.g. CEO Advocacy Advisory Working Group)
-) changing public and corporate policy related to how decision makers value and invest in young people, communities, environment and economy
-) securing support from identified key influencers
-) Delivering youth assemblies; events that put young people in the lead of calling on decision makers to take action on recommendations.

Enable: Supporting the projects and community of young people to participate and activate advocacy activity related to local projects and national programme by:

-) Equipping the projects leads and the young people in the projects with influencing and campaigning skills
-) Providing guidance and resource to projects to support young people to engage in youth led campaign and the development of policy recommendations
-) Providing a programme of learning webinars and regional workshops on advocacy and campaigns
-) Providing stakeholder engagement support and briefings for project visits
-) Sharing influencing opportunities through programme communications.

Devolved Country considerations

Connect: All activities will ensure young people and projects from each of the devolved nations are involved in shaping advocacy activity in each country respectively. All activities that are delivered to connect young people and projects across the UK will ensure the effective involvement of representatives from each of the devolved nations.

Engage: Responsibility for each of the identified programme themes is held by the devolved Governments of Scotland, Northern Ireland and Wales. Audience engagement will be targeted to key influencers in each country respectively, with an advisory board or country champion to support us to identify and connect with target audiences.

Demonstrate: A separate policy analysis has been completed to review the key policy areas relevant to programme themes in each of the devolved countries. We will respond to devolved country Government's calls for evidence; deliver tailored events in each country respectively; and utilise external events and platforms to promote the programme in devolved countries.

Act: Policy recommendations will be tailored where necessary in order to reflect the specific socio-political and economic situation of each devolved country.

Sustain: A youth assembly will be delivered in each of the respective countries to ensure targeted support for the identified recommendations.

Enable: All support and guidance for projects will be tailored where necessary to projects and young people in the devolved nations. This will include tailored opportunities for influencing; tailored guidance for stakeholder engagement in line with devolved country policy; and where appropriate, providing a tailored programme of Share, Learn Improve learning webinars and workshops.



Key activity by year

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|------|---|--|---|--|---|--|---|-----|---|--|---|---|
| 2020 | Quarterly report review and Steering Group meeting prep DAERA consultation event | Youth engagement workshop with Defra group | Young People's Climate Conferences in Wales Report to progress Ask 2 finalised | Quarterly report review and Steering Group meeting prep Letter to Education Select Committee to promote Ask 1 | An hour outdoors campaign Campaign day in front of Department for Education Workshop on how to progress campaign on Ask 2 | All project seminar CEO Advocacy Advisory working group meeting | Quarterly report review and Steering Group meeting prep | | Roundtable to disseminate results from mid-term report linked with the Three Asks | Quarterly report review and Steering Group meeting prep Advocacy event in Scotland, potentially linked with COP26 | Youth Forum | |
| 2021 | Quarterly report review and Steering Group meeting prep | | Advocacy event in devolved nation | Steering Group meeting prep | | CEO Advocacy Advisory working group meeting | Steering Group meeting prep | | | Steering Group meeting prep Westminster Hall Debate (young people to see the debate in the audience) | Youth Forum /Parliament week event Advocacy event in devolved nation | End of programme evaluation report received |
| 2022 | End of programme evaluation report dissemination Roundtable and learning events with target audiences – end of programme | | | | | | | | | | | |

Supporting programme strands – key activity by year

| Programme strand | 2020 | 2021 |
|---|--|---|
| Youth Function | <p>Youth Forum – promote policy recommendations</p> <p>Youth Forum – trained as youth ambassadors</p> <p>Youth network – promote policy recommendations</p> <p>Youth network – participate in online community/campaign</p> <p>Young people to attend roundtable and learning events with target audiences – mid programme</p> <p>Young people to attend event in devolved country</p> | <p>Youth Forum – promote policy recommendations</p> <p>Youth Forum – trained as youth ambassadors</p> <p>Youth network – promote policy recommendations</p> <p>Youth network – participate in online community/campaign</p> <p>Young people to attend roundtable and learning events with target audiences – end of the programme</p> <p>Young people to attend event in devolved country</p> |
| Evaluation (Economic Research Services (ERS) is the contracted evaluator) | <p>Develop and share programme learning papers bi-annually</p> | <p>Co-create roundtable and learning events with target audiences – end of programme</p> <p>Develop and share programme learning papers bi-annually</p> |
| Share Learn Improve | <p>Annual seminar – sustain policy recommendations</p> <p>Webinar/workshops – programme of activities identified by need</p> <p>Green Room – to share influencing opportunities, consultations, events, policy updates etc</p> | <p>SLI – co-create roundtable and learning events with target audiences – end of programme</p> |
| Communications | <p>Media/comms – to promote Three Asks</p> <p>Media/comms – to promote event in devolved country</p> | <p>Media/comms – to promote Three Asks</p> <p>Media/comms – to promote event in devolved country</p> <p>Media/comms – to promote learning from the end of programme in support of policy recommendations</p> |
| Programme management | <p>Quarterly report – identify and support projects with influencing opportunities</p> | <p>Quarterly report – identify and support projects with influencing opportunities</p> |
| Projects | <p>Projects support participants to engage in online youth community/ campaign</p> | <p>Projects support young people to attend roundtable and learning events with target audiences – end of programme</p> |

Programme themes

Three key policy Asks

We have co-developed three key Asks via an extensive consultation. More than 700 ideas were collected around the big changes that would benefit both young people and the environment, mainly from 'real contact' with young people through workshops and supported discussions in 2017/2018. Eight themes emerged ([Annex C](#)), and the ideas were then presented at the Our Bright Future all-project seminar in June 2018. Young people and youth project officers voted, and the most popular themes are the following three. Young people want:

-) More time spent learning in and about nature
-) Help with routes into the environmental sector, support for environmental social enterprises and recognition of the value of volunteering
-) More attention given to young people and the environment's needs by Government, employers, charities businesses and schools – viewing them as a resource to be protected and enhanced

Key priorities

Now that three asks have been consolidated, it is the time to focus on the activities that will achieve real positive change in the three areas of education, employability and representation. We delivered three webinars to collect ideas on how to progress the asks and the actions that different projects and organisations involved in Our Bright Future are happy to take. We then discussed the findings at the all-project seminar in 2019. The final results are summarised below.

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| Ask 1 - More time spent learning in and about nature We call for Government to produce guidance to schools stating that at least an hour of lesson time per day should be spent outdoors | |
| Actions agreed to progress the asks | Who does what |
| Organise campaign day on the 7 th November asking schools to pledge one-hour activity outdoors | Programme team to coordinate actions from projects and young people involved in Our Bright Future |
| Ask Education Select Committee to do an inquiry into the value of outdoor learning and barriers | Fields Studies Council to support drafting of the request to do an inquiry. Once this is ready, look at where the Education Select Committee members live and target them via the projects |
| Arrange a meeting with Secretary of State for Education | CEO Advocacy Advisory Group together with Youth Forum members (to be discussed at next CEOs Advocacy Advisory Group meeting) |
| Ask 2 - Support to get into environmental jobs We call for Government to fund a new Future Jobs scheme that would allow the environmental sector to support young people into environmental, conservation, horticulture and other careers | |
| Actions agreed to progress the asks | Who does what |
| Call for an employment scheme for young people by collectively collating evidence on the impact of these initiatives | Evidence collated by programme team. External contractor will analyse evidence, fill gaps and summarise main findings |

| | |
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| | <p>CEO Advocacy Advisory Group together with Youth Forum members to use evidence to arrange meetings with key stakeholders (TBC at the next CEOs meeting).</p> <p>Projects to champion this ask at local level.</p> |
| <p>Build in more paid internships to support young people from disadvantaged backgrounds, when applying for grant funding</p> <p>Some projects raised the issue that young people often do volunteer work that should be paid work</p> | <p>Workshop on how to progress campaign on this aspect of Ask 2 to be held in early 2020.</p> |
| <p>Set up networking events to bring together young people with environmental professionals/organise 'how to get into the sector' workshops</p> | <p>Projects to set up networking events and workshops and share them via Green Room</p> |
| <p>Ask 3 - Government, employers, businesses, schools and charities to pay more attention to the needs of young people and the environment</p> <p>We urge Government to:</p> <ul style="list-style-type: none">)] appoint a Minister for Youth, to coordinate government work to support young people and help them engage with politics)] introduce a youth advisory board in every Government Department (key Department for us is Defra))] remove barriers to youth engagement, for example by increasing accessibility of consultations (eg plain English and reduce length) | |
| Actions agreed to progress the asks | Who does what |
| <p>Enable young people to feel more connected and be part of a bigger network</p> <p>Set up a network of youth trustees/ambassadors to support each other and share learning</p> | <p>A draft of youth-led advocacy and campaigns network concept to be discussed at the next CEO Advocacy Advisory Group. This will then be shared with Steering Group and Youth Forum members and taken forward</p> |
| <p>Influence Defra to improve its youth engagement so that young people have got a better say on environmental policies</p> | <p>Defra collected feedback from young people on the 25 Years Environment Plan via the Youth Forum set up by DCMS to guide their future activities and plans. We are asking for a Youth Forum within Defra to be set up. This would represent an important step to empower young people to play an active role in society in an area they care most</p> <p>Building on initial success, programme team to continue advocacy activities targeting Defra.</p> <p>Projects championing this ask at a local level with their MPs</p> |

| | |
|---|---|
| <p>Make youth voices heard by organisations within Our Bright Future and beyond building on current successes</p> | <p>In 2021-22 SLI strategy includes upskilling senior staff and Trustees from programme organisations about engaging youth voices</p> <p>Good practise guide to be available on the website</p> |
| <p>Young people sharing their messages on youth empowerment with local/regional youth clubs, young farmers, etc</p> | <p>Youth-led events with young people sharing their messages on youth empowerment (e.g. Countryfile Live and Communicate+ event)</p> <p>Youth empowerment webinar run by Yorkshire Wildlife Trust</p> |

Support to projects

Projects and young people are well placed to engage with MPs, especially those who are linked to the place where the project is delivered. We tested this with the parliamentary event organised in March 2019, in which projects and young people were invited to get in contact directly with their local MPs to invite them to the event. This time there can be an action that we can ask the MPs to take. We will encourage MPs to visit projects on the ground. We will draft a letter to send to MPs to invite them to visit projects. We will provide projects with useful advice for engaging with MPs. This will ensure that MPs are inspired by the projects and champion the asks. It is important that the projects inform us of any planned visits from key stakeholders, particularly in case of MPs. At a national level, we can follow up by asking a 'friendly' MP to table a question for us or arrange a Westminster Hall debate or drop-in session.

Support to young people to drive change

Support to young people on the theme of the three policy asks. Upskilling young people with expertise and capacity (eg public speaking) and giving them platforms to be heard (both internally to Our Bright Future projects and Government events).

Flotilla approach

It is key at this point to map any events/activities that Our Bright Future projects or broadly organisations involved in the programme could arrange/re-focus to progress the Three Asks (eg Countryfile Live event organised by National Trust) and how we might best use those moments to progress the three asks.

Advocacy activities in Parliament

It is important to raise the profile of the three asks with MPs. This includes asking friendly MPs to:

- J organise a Westminster Hall Debate. In this case we will chose one of the Three Asks and we will have the sponsoring MP giving a five minute speech, followed by an MPs debate and questions. The general public can see the debate. So, it would be good if some young people from the programme could attend.
- J submit written/oral questions to a relevant Minister. The Minister responsible for the specific area has to respond. Potentially link the question to a specific date (for example World Environment Day on 5 June)
- J organise a drop-in session for MPs to attend.

Issues for consideration:

The following areas will need to be considered throughout delivery of the advocacy strategy:

-) **Youth led:** Working closely with Youth Forum will be built into every aspect of the advocacy work. Making sure that young people are at the heart of this will ensure every stage of the programme is shaped and led by those that have the most insight and ownership of the programme and portfolio projects
-) **Catalysing action:** This will need to be done through the projects and wider movement to ensure long term sustainability and that the Our Bright Future team is not fronting all activity in this area
-) **Cross-sector support:** This programme shows real innovation in bringing together both the youth and environmental sectors together on this scale. It is essential that this is also reflected in the developed networks of support. Ensuring cross-sector support from the public and private sectors will evidence wider social and economic benefits of the programme
-) **Cross-party, backbench and department support:** It will be essential to secure cross-party support to ensure that any future changes in government will not influence or shift support for the programme and its objectives
-) **Regional and national reach:** It will be important to ensure that all advocacy work takes into account opportunities to engage and influence decision makers at a local, regional and national level. Special considerations will need to be made in relation to devolved countries
-) **Creative, innovative and inspiring:** Above all it is essential that every stage of the advocacy work is as creative, cutting edge and as inspiring as possible. Current youth engagement in issues surrounding the environment is low and to foster and encourage this we will need to ensure that the brand, media activity, and all associated engagement events speaks to, and represents, the young people engaged.

Audience engagement

Audience engagement principles

-) **Catalysing action:** Enabling and supporting projects and those in the wider movement to become programme advocates
-) **Targeted:** In line with programme themes, key programme policy recommendations and identified target audiences

Catalysing action

Stakeholder engagement will focus on:

-) Raising the profile of the programme
-) Demonstrating the impact the programme is having for young people, communities and the environment (social, human, and natural capital)
-) Demonstrating how the programme currently delivers outcomes related to existing policy in each country respectively
-) Promote key programme policy recommendations with identified target audiences

Using our collective voice and influence we will, in the short term, be able to raise the profile of the programme and build positive relationships with identified target audiences. This will subsequently allow us to promote key programme policy

recommendations and share our learning and evidence with a much wider audience.

Support will be given to the following individuals and groups to be effective programme advocates:

-) Our Bright Future team
-) Senior management of The Wildlife Trusts
-) Steering Group members and their respective organisations
-) Portfolio project delivery staff and where possible senior management from their respective organisations
-) Young people engaged in the Youth Forum and wider youth network.

Target audiences

Our target audiences are those we need to engage with to deliver the strategy. We have developed the following priority audiences:

Decision makers and funders

-) Major fund decision makers
-) Government decision makers at country and UK levels
 - o Parliamentarians
 - o Welsh Government and Assembly members
 - o Scottish members of Parliament
 - o Ministers
 - o Civil servants
 - o Statutory agencies
-) Government Departments
-) Specialist state linked bodies
-) Local government; county and borough council
-) Commissioning groups
-) Businesses with relevant CSR objectives/interest in programme themes.

Thought leaders and opinion formers

National Influencers

-) Journalists and the media
-) Academics and Think Tanks with authoritative voice on programme themes
-) National NGOs working in areas related to programme themes.

Local Influencers

-) Local Government advocates/councillors
-) Local business leaders.

Beneficiary audiences

-) Young people involved in an Our Bright future portfolio project
-) Young people not directly involved in an Our Bright future portfolio project.

Key messaging

As our environment becomes increasingly vulnerable and the opportunities for a generation have decreased, Our Bright Future has stepped up to meet the challenge.

We are placing the two issues together, with a solutions-based approach to investment and delivery

This can be explained by four underlying principles

-) Our Bright Future is **championing a generation** to become the environmental leaders of tomorrow
-) Our Bright Future achieves more for the environment and young people by **working collaboratively across sectors** to build relationships with organisations, businesses, politicians and experts
-) Our Bright Future is bringing **significant evidence** about the development of the environment and young people to the public's attention with our dynamic and determined approach
-) Our Bright Future challenges decision-makers across the UK to think innovatively about the **collective development of young people and the environment.**