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# Our Bright Future

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

'Young people; they care. They know that this is the world that they're going to grow up in, that they're going to spend the rest of their lives in. They actually believe that humanity has no right to destroy and despoil regardless.'

- David Attenborough

# What is Our Bright Future?

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 Big Lottery 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.





## What is our vision?

**Our vision is for young people to take ownership of what they deserve: a healthy planet, a thriving greener economy and a bright future.** The underlying goal of all our activities is to empower and inspire 60,000 young people to make their future brighter and lead progressive change in their communities.

## We want to see:

- continual fresh opportunities for young people to develop new skills and experience, increase their employability and improve their wellbeing
- a resource-efficient greener economy being the favoured employment for young people
- natural local spaces that are well used by the whole community
- positive lasting change so that young people have a voice in the decisions made on the environment both at a local and national level





# What is different about this programme?

## 1.The Youth Forum

Young people are at the heart of the programme. The Youth Forum is made up of two young people from each of the 31 Our Bright Future projects. Youth Forum members act as representatives for the projects, sharing and discuss ideas. They work together to steer the programme.

The Youth Forum members meet in person annually. This is a great opportunity for them to meet other likeminded young people from across the country. In addition, they take part in regular activities and keep in contact via social media throughout the year.

Being part of the Youth Forum gives the young people the opportunity to gain life skills, improve their CV, advocate for other young people, the environment and be the voice of the next generation.

## 2. Portfolio approach

The sum is bigger than its parts. Knowledge sharing and learning across Our Bright Future is actively promoted. The projects come together face-to-face and online to share best practice and contribute to the overall programme's direction, in particular its evaluation and policy influencing work.

## 3. Robust evidence

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.



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# Our Bright Future projects

Ranging in scale, from a local focus to a national level, the Our Bright Future projects are based around the following key themes:

- environmental action
- environmental campaigning
- vocational training
- sustainable enterprises
- youth leadership and influencing opportunities

The projects are hugely diverse and address multiple issues and challenges faced by young people. From community orchards to environmental arts and developing local campaigns, each project is driving positive change in its local environment and local community.





# What young people in Our Bright Future projects told us:



## Georgia-Elizabeth, 19, Tomorrow's Natural Leaders project

'I have always had an interest in cetacean conservation. But I have struggled to learn in an academic environment. This led to severe self-doubt that began to hinder my desire to succeed. From my first meeting at the Yorkshire Wildlife Trust (YWT), I felt empowered. Within the first month I was assisting at events, teaching the public and schools about marine life.

So far, the experience has been amazing, I have completed my ORCA marine mammal surveying qualification. Not only have I had the chance to expand my marine knowledge, I have also had amazing opportunities to try new things! I joined this project unsure of how to achieve my goals, but whilst working with YWT, I've gained an unconditional offer to study Marine Science at the Scottish Association of Marine Science in Oban, Scotland and proven to myself that I can do it!'



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## Sam, 19, Putting Down Roots for Young People project

Sam found himself rough sleeping after a family breakdown. He said; 'Being homeless made me paranoid, it was a nasty experience for me.' A family friend took him in, and after a year of staying there the offer expired. Sam couldn't face the thought of rough sleeping again so turned to the council. Sam now has his own self-contained flat and has been living there for seven months.

Now that Sam has a secure home he has found he has a passion for gardening and comes once a week to the allotment.

He said; 'I am learning a lot. I have trouble keeping still so at the allotment I can keep active. I love it. I am studying a Level One in Horticulture and I am aiming to take Level Two and Three. We have been planting carrots, kale, potatoes and herbs. We hope to cook a massive stew with the harvest.'

Sam is a talented lad. So what's next for Sam? 'I see gardening as my future.' he says.



# How can you stay engaged?

Our Bright Future is the first partnership which brings together the youth and environmental sectors together on a large scale. We have lots of opportunities to get involved in Our Bright Future. Whether you are a young person interested in a specific project or you are a policy maker, a business leader or an NGO and you want to know more about the programme we would like to hear from you!



## Highlights so far...

- More than 50,000 young people have been involved with the programme
- Within just one month in 2017 #OurBrightFuture reached over one million Twitter feeds
- Yorkshire Wildlife Trust and Yorkshire Dales Millennium Trust both now have young trustees
- 2,000 plastic bottles were reused by Hill Holt Wood to build two greenhouses
- 24 youth-led campaigns ran in Birmingham, London and Manchester exploring issues including air pollution



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# Meet the Our Bright Future projects

## Lead delivery organisation

## Project name

Down to Earth

Building Sustainable Communities

Probe

Youth In Nature

Belfast Hills Partnership Trust

Belfast Hills Bright Future

Cornwall Wildlife Trust

Your Shore Beach Rangers

North Wales Wildlife Trust

Our Wild Coast

RNIB

Vision England

Shropshire Wildlife Trust

Growing Confidence

Centre for Sustainable Energy

Bright Green Future

Groundwork UK

Green Leaders

National Trust

Green Academies Project (GAP)

Ulster Wildlife

Grassroots Challenge

Feedback and Foodcycle

From Farm to Fork

Falkland Stewardship Trust

Fife's Environmental Champions

UnLtd

Spaces 4 Change

Yorkshire Dales Millennium Trust

Green Futures

Middlesbrough Environment City

One Planet Pioneers

Hill Holt Wood

Growing Up Green

Avon Wildlife Trust

Natural Estates

Impact Arts

Creative Pathways Environmental Design

Blackburne House

BEE You

Lancashire Wildlife Trust

Myplace

Friends of the Earth

My World My Home

UpRising

Environmental Leadership Programme

Learning Through Landscapes

Fruitfull Communities

Yorkshire Wildlife Trust

Tomorrow's Natural Leaders

National Youth Agency

The Environment Now

vInspired

Eco-Talent

Wiltshire Wildlife Trust

Milestones

Groundwork London

Welcome to the Green Economy

St Mungo's

Putting Down Roots for Young People

National Union of Students

Student Eats

# Meet the partners

Our Bright Future is run by a partnership of eight organisations which is led by The Wildlife Trusts. The partnership has more than 40 years of combined experience in managing social and environmental grant programmes totalling nearly £300 million.

Our partner organisations are the Centre for Sustainable Energy, The Conservation Volunteers, Field Studies Council, vInspired, Yorkshire Dales Millennium Trust, Friends of the Earth and UpRising.



*'Every generation has what it takes to create real positive change. It is simply a matter of people have the confidence and support to do so. This programme is about just that - fuelling the creativity, inspiration and resilience of our young people. And in the face of escalating environmental challenge it has never been more important'*

- Stephanie Hilborne OBE, Chief Executive, The Wildlife Trusts







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*'Our Bright Future is designed to unleash the ambition of young people across the UK to make a personal and collective contribution to making our environment brighter, happier and more resilient to threats like climate change and the waste of natural resources'*

*- Peter Ainsworth, Chair, Big Lottery Fund*

## Contact the team

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