



Engaging Young People

*Marie Duguid - Young Scot
Rebecca Petford - EAUC /
LfS Scotland Youth Network*





*Young Scot is the national
youth information and
citizenship charity for
Scotland*

We want to...



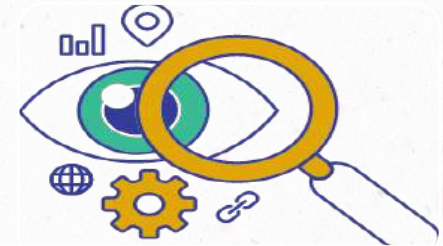
Activate

Create pathways for young people to navigate positively through times of transition



Connect

Support young people to grow, develop and achieve by connecting them to services and opportunities



Empower

Enable young people to participate and influence change locally, nationally and globally

"We believe young people are not Scotland's future, they are powerful and positive assets to our communities here and now."

Engagement



Smart Tech
Services

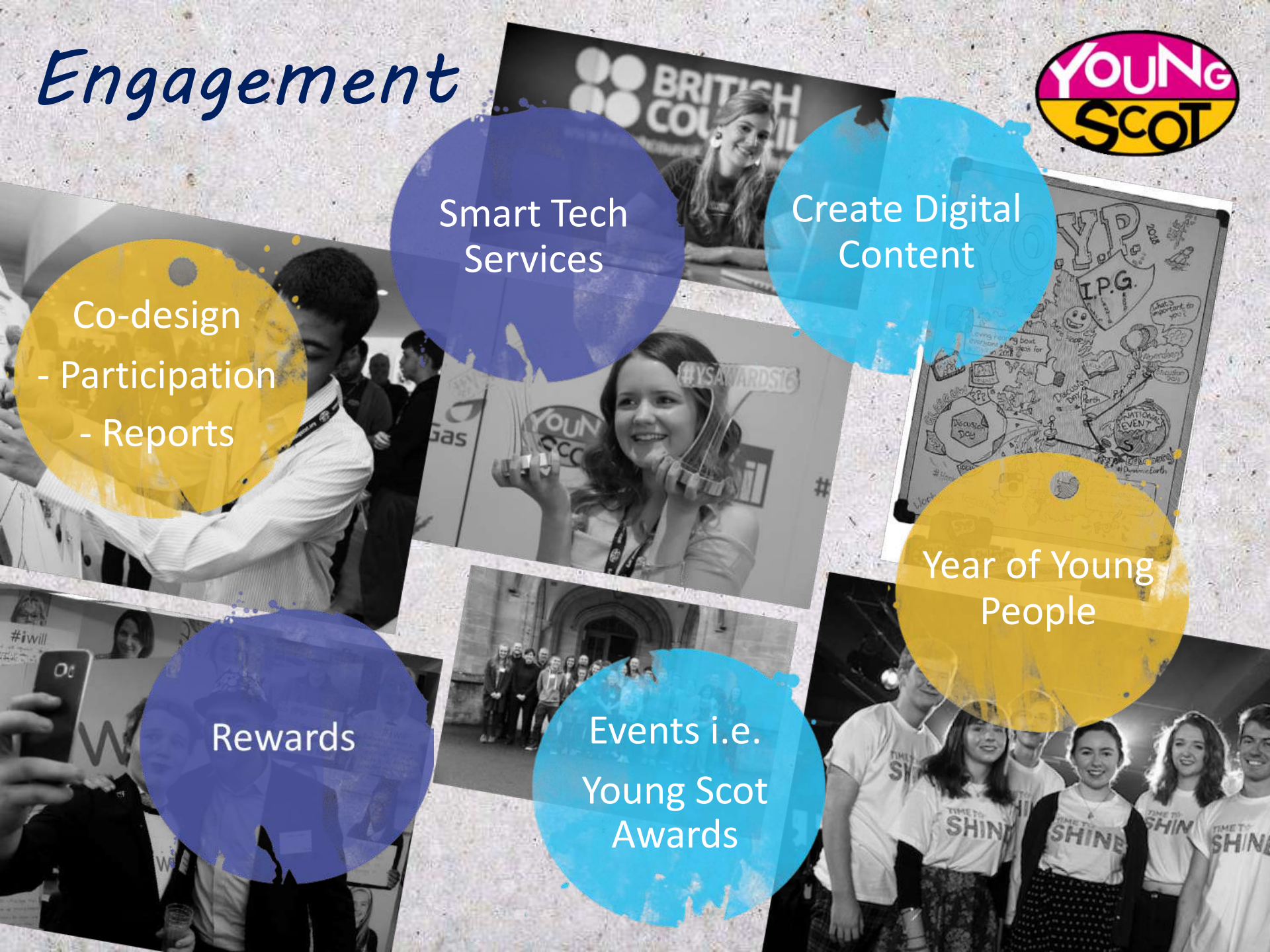
Create Digital
Content

Co-design
- Participation
- Reports

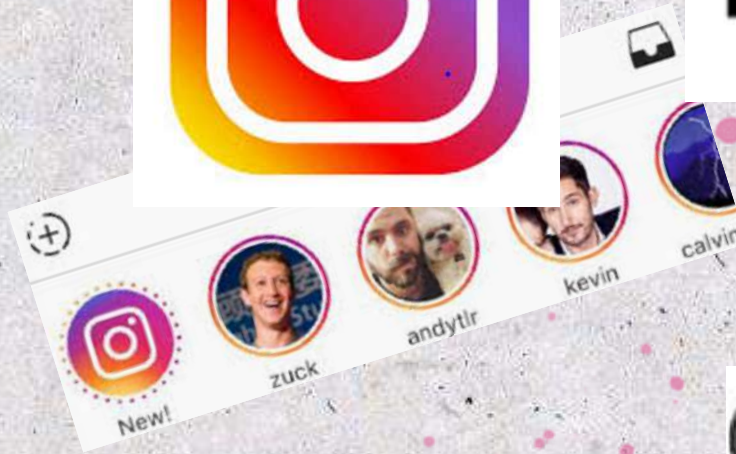
Year of Young
People

Rewards

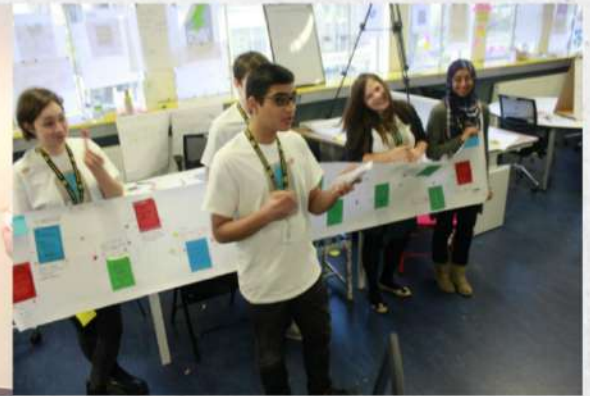
Events i.e.
Young Scot
Awards



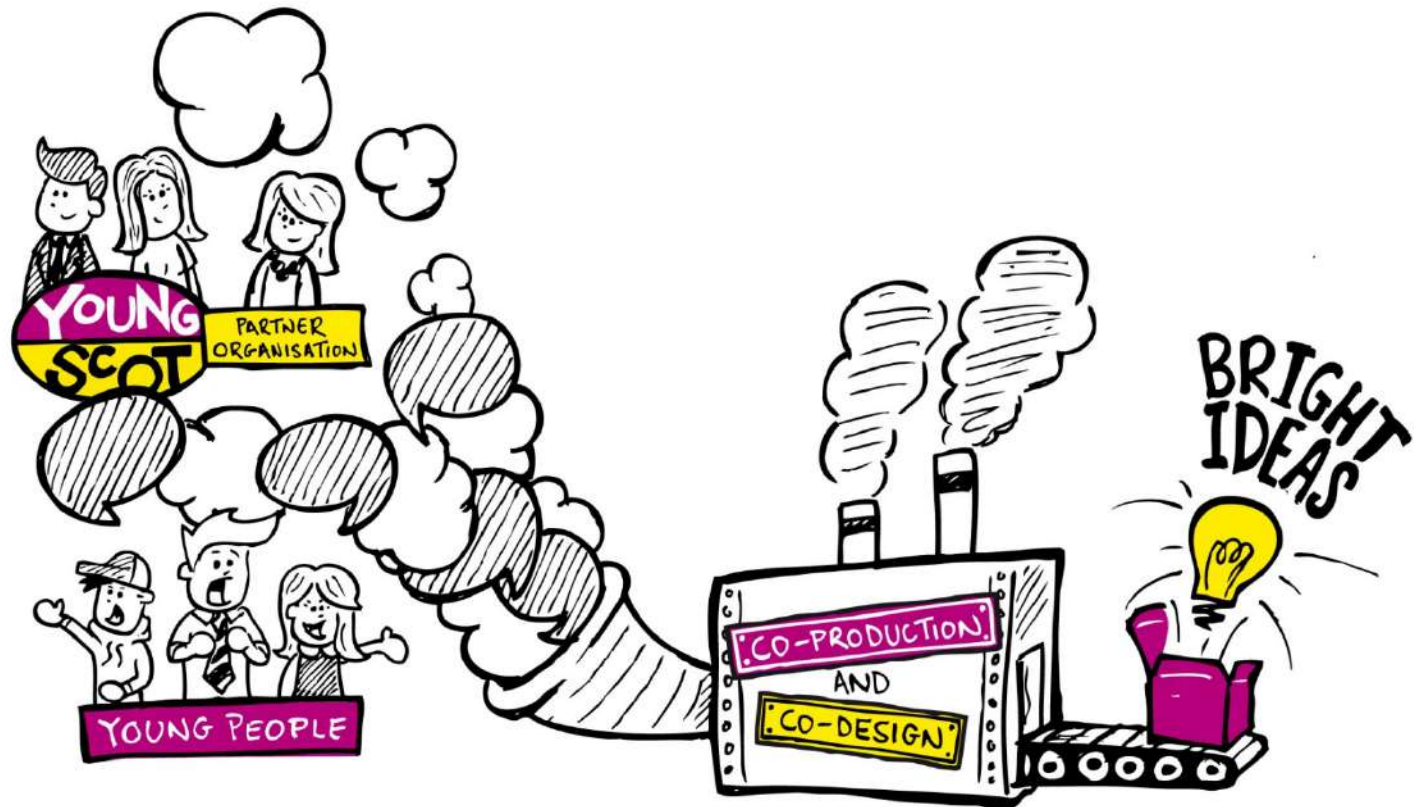
Multi-Platform Approach



Empowering Young People



Context of Co-design



Our Process



Explore

Define by uncovering the issues through gathering insights and genuine experiences from/by young people.

Create

Generate ideas and co-produce solutions with/by young people.

Reflect

Consider the future impact and sustainability of the ideas produced.

Recommended

Produce influential ideas/solutions with young people.

Implement

Implementation of ideas/solutions with young people.

SNH Reroute (2017-18)



Apply for Funding



Apply for Future Routes Funding!

Have a wild idea for the Year of Young People 2018?
Get funding here!

What is Future Routes?

As part of the [Year of Young People 2018](#), Scottish Natural Heritage, Young Scot and ReRoute have created a new fund for young people called Future Routes. Future Routes is open to individuals and groups of young people from across Scotland aged 11-26 who have an idea which will promote Scotland's amazing natural environment in 2018.

ReRoute want young people in Scotland to be aware of and enjoy Scotland's amazing nature, environment and landscapes. They hope that Future Routes will enable young people from all areas of Scotland to learn about, be inspired by and contribute to Scotland's incredible outdoors!



Sustainable Development Goals



Workshop Exercise 1



In pairs or small groups discuss:

What are the Barriers to Engaging Young People (aged 18-35) with Sustainability?

Write responses on the brick and post next to the young people's responses

Workshop Exercise 2



Group Discussion:

How can we overcome these barriers?

Share good examples of where this has worked well in your experience

Young People's Responses



1. Promote more careers for young people working in the environment
2. Easier access to information - share opportunities on social media
3. Education in how to recognise 'fake news'
4. Create more links between Young People / MSYPs and Politicians
5. More events for young people to get involved with
6. Lower the voting age to give young people the right to have a say
7. More positive role models (not just celebrities on social media)
8. Easier and more links between young people worldwide
9. A focus on similarities and differences - looking at the positives
10. Advertisements - Online, TV, Radio, Phone
11. More work within schools
12. Improve communications from National Government and Local Authorities
13. Develop an App which relays all info on local opportunities
14. Help change perceptions of young people
15. One universal (non-verbal) language of agreement

Evaluation Feedback



"Enjoyed meeting new people and hearing their opinions"

"I liked the creativity and making the wall of barriers and concept sheets"

"Learning more about the 17 Sustainable Development Goals"

"Better as a half or full day and more explanation on the goals"

LFS Scotland Youth Network



- » Each UN RCE ESD nominates a Youth Coordinator
- » Aim to engage “youth” (under 35!) with RCE
- » Laura Curtis-Moss (RSPB) & Rebecca Petford (EAUC)
- » Students and Young Professionals focus
- » First Event: Demain film with 2050 Climate Group

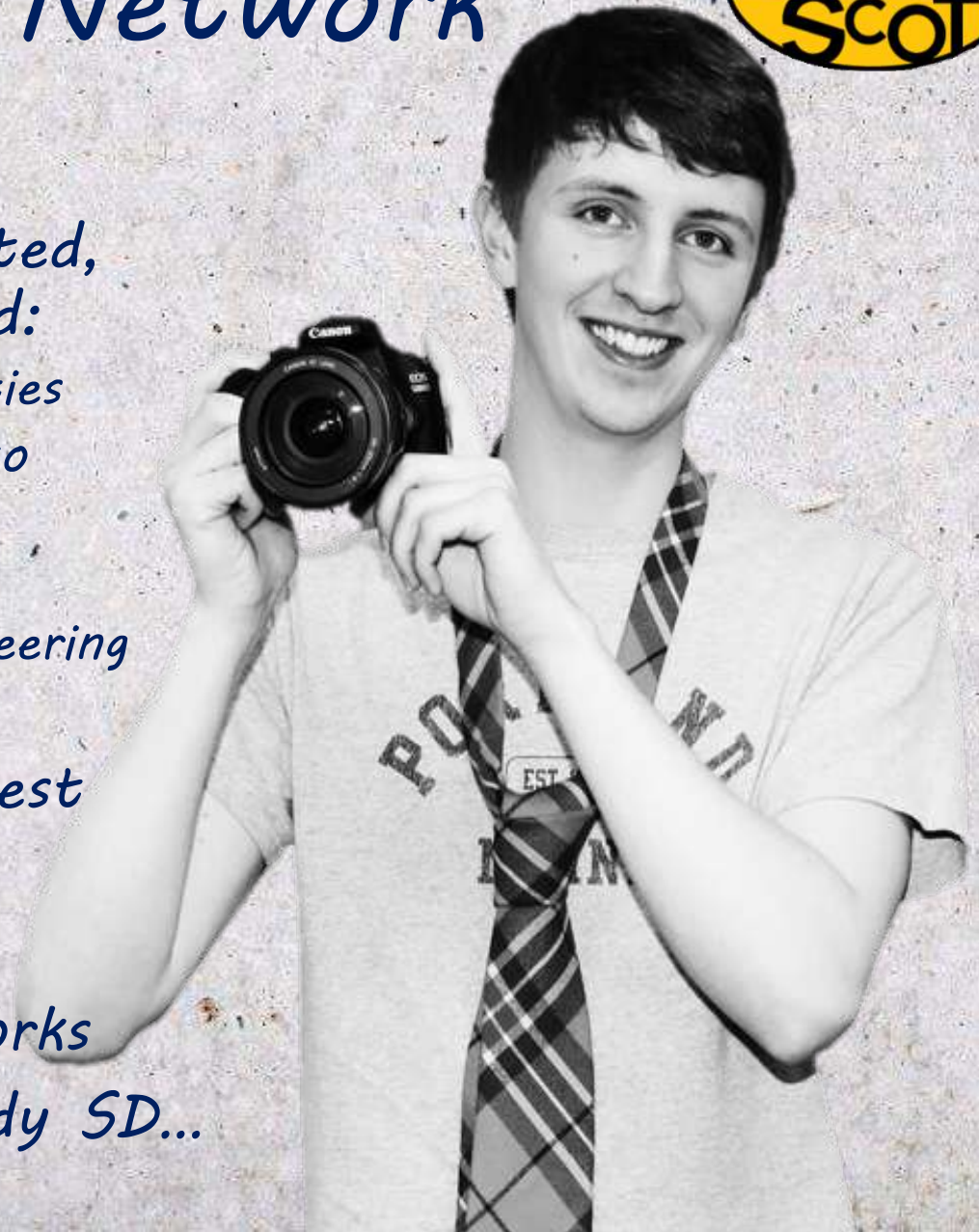


LfSS Youth Network



Survey Findings:

- » Range of events wanted, particularly SD-related:
 - » Skill-sharing opportunities
 - » Facilitated workshops to share and develop ideas
 - » Group trips
 - » Service projects/volunteering
- » Weekday evenings & weekend afternoons best
- » Vary the venue
- » Partner with existing organisations & networks
- » Most work in or study SD...



*What could you do to support
Young People aged 16-35
to get more experience, knowledge
or skills about sustainability?*

- Write yourself a key action to take away from today*
- Leave a note with suggestions for the LfSS Youth Network*



Get in touch...

Young Scot:



Visit us on the web at www.youngscot.net



Call us on 0131 313 2488



Email us at info@young.scot



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LfSS Youth Network:

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