

Youth Climate Pledge: Creating an Action Plan

You've seen the Youth Climate Pledge.
You've used the pledge worksheet to make specific and actionable goals.

So what's next?

Strategic goals only work if you create a plan of *how* you are going to achieve the desired end result. By creating an action plan, you will be able to track your progress, be more effective in your efforts, and provide a blueprint for others who want to achieve similar goals.

Most importantly, we want to highlight what you're doing! Submit your pledge commitments to The People Speak so your work can serve as a renewable resource—one which can be replicated by other students around the world!

1. Choose a commitment from the Youth Climate Pledge and make it personal using the pledge worksheet.
2. Identify potential allies and partners who could help you achieve your goals. Plan how you will approach them and what they can contribute.
3. Identify potential opponents to your goals, and understand how you can address their concerns and turn them into potential allies.
4. Identify decision-makers and map out how you will engage them in your plan. Decision-makers could include school administrators, government, teachers, community members, student body, local organizations or businesses, etc. You will likely need to build coalitions with some of these decision-makers in order to influence others.
5. Map out what you need in order to make your commitment a reality. What resources or materials might you use? What research might you conduct and what background information might you need?
6. Designate the specific action steps that you want to take. Will you hold events? Meetings? Think through the action steps that are *necessary* to achieving your commitment and then figure out the best way to make them happen.
7. Create a publicity plan including how you will obtain media and press coverage for your events. How can you get the attention of other students, community members, important officials, etc.?
8. Think through how you can engage technology and social media to achieve your goals.
9. Plan how you might be able to spread the word about your commitment in order to influence and inspire those from other communities around the world.
10. Submit your work to The People Speak in the form that makes sense to you—be creative! Examples could include toolkits, press coverage, photos, videos or PSAs, blog posts, scrapbooks, etc. We will post outstanding entries on the website.

Stay tuned to www.thepeoplespeak.org for more information about the Youth Climate Pledge and how you can make your pledge commitment a reality!