**Template for activity plan:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Title:** | You in Action Calendar | | |
| **Summary (abstract):** | This activity’s goal is to create a calendar that raises awareness about local sustainable practices. Each calendar page introduces a sustainable practice suitable for the month or season (e.g. heating tips in October, or agriculture tips in Spring). Every practice features an environmental job profile related to it.  Each page has two unique QR codes. One of them redirects the user to a web page with further information on the topic. The second code links to a Facebook page, where each user can upload a picture of themselves doing the featured activity.  The calendar will be sold by the involved youths developing their entrepreneurship skills and giving them an opportunity to generate some extra income. | | |
| **Target groups:** | age 15 – 30  all social groups, especially underprivileged youths | | |
| **Objectives:** What are we aiming to do? | - Raise awareness about local and seasonal sustainable practices (in agriculture, home, work environment)  - Select and train underprivileged youths to sell calendars in local communities. | | |
| **Core competences:** This project addresses these competences: | 1, 2, 3, 4, 5, 6, 7, 8 | | |
| **List of activities** there are going to be undertaken. Detailed activities: starting points and breaking down the activity in smaller parts.  Implementation of responsibilities. |  | | |
| **Activity:** | **Time frame:** | **Resources:** | **Target:** |
| 1.Creation of a group, initial training | 2h  (in 1 week) | Trainer, venue | a group of 10 people trained |
| 2.Research and selection of 12 topics – 1 for each month | 12h  (in 3 weeks) | Computers, internet | about 24 topics researched and prepared |
| 3. Design of calendars | 12h  (in 3 weeks) | Computers, internet, camera | Ready design for printing |
| 4. Website integration of calendar, 2 QR codes (one to more information, one to Facebook activity sharing) | Computers, internet, web site | Web site with extra resources and tips and FB page |
| 5. Seeking of sponsors | 1 week | Email, phone | Attract sponsor partners |
| 6. Printing of calendars | 1 week | Outsourced | min. 100 calendars printed |
| 7. Sales training and sale of calendars | 2 months | Sales trainer | All printed calendars sold |
| **Time frame:** How long do we need. | Total: 4 months | | |
| **Resources:** Money, materials, man hours etc, partners (universities, commercial partners). | Funds needed for:  -trainer, venue, printing  Advertising sponsors needed | | |
| **Output:** | - Printed min. 100 calendars  - 10 trained and engaged youths | | |
| **Outcomes** of the project, which makes it possible to evaluate the project. Outcomes are linked to objectives of course.  Impact of the objectives: | - Raised awareness about sustainable practices among participating youths and calendar users  - Developed entrepreneurship skills among youths | | |

|  |  |
| --- | --- |
| **Potential longer term bids**: | Mass production of calendars |