

Template for activity plan:

Title:	You in Action Calendar		
Summary (abstract):	<p>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.</p> <p>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.</p>		
Target groups:	age 15 – 30 all social groups, especially underprivileged youths		
Objectives: What are we aiming to do?	<ul style="list-style-type: none"> - 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
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