

**13** CLIMATE  
ACTION



# WALK

#walktheglobalwalk

**Mobilizing European  
young people in  
support of the  
Sustainable  
Development Goals**

**Global Goalkeepers'  
Resource Booklet,  
Wales**



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# WALK

#walktheglobalwalk



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## What is the Walk the Global Walk Project?

Walk the Global Walk is a three-year-project funded by the European Union, run by a partnership of Local Authorities and Non-Governmental Organisations (NGOs). We believe in sustainable development and the potential of young people to lead actions that can truly change things for the better. Here in Wales, the partners are Carmarthenshire County Council and Dolen Cymru Lesotho.

Walk the Global Walk aims to:

- inform citizens about the Sustainable Development Goals
- encourage support for action against poverty
- inspire new ideas and change attitudes.

You can find out more on the project website: <https://www.walktheglobalwalk.eu/en>





## Being one of the Global Goalkeepers

As one of the project's Global Goalkeepers, you have a vital role to play in this project! This resource is designed to help you understand your role and take action with your team in your school and community to help reduce the impact of climate change.

Remember you won't be alone - you are part of your school's team as well as a member of a regional team of 16 schools, and an international team of some 500 Global Goalkeepers from the 13 nations involved in this project: Italy, France, Croatia, Cyprus, Wales, Scotland, Portugal, Greece, Romania, Bulgaria, Bosnia and Herzegovina, Albania, as well as Lesotho in Africa!

Last year Global Goalkeepers from 9 countries including Queen Elizabeth High School went all the way to Lisbon for an International Summer School and created this **Youth Manifesto** together. Take part in our competition – see below - and your school may be the one selected to take part in the International Summer School on Climate Action in Italy!

As a Global Goalkeeper, you will be part of your school team here organising the following:

1. **PEER TO PEER ACTIVITIES:** Letting everyone in your school know about the SDGs and especially about SDG 13 Climate Action. Getting other students on board and encouraging them to take part.
2. **ACTIVITIES IN YOUR LOCAL COMMUNITY:** Choosing a realistic action or series of actions that you can take forward in your community that could really make a difference in reducing the impact of climate change. Do your research, plan and carry out your action by May 15, 2020.
3. **WALK THE GLOBAL WALK FESTIVAL:** Representing your school and community at the big Walk on 5 June 2020 through Carmarthen Town, making a noise about the important work you have done and sharing it with a wide audience
4. **THE DIGITAL MEDIA COMPETITION:** Create a digital campaign to raise awareness of your chosen SDG13 action. For example make a 'Special Climate Edition' digital newsletter.

**“Participation and active citizenship is about having the right, the means, the space and the opportunity and the support to participate in and influence decisions and engaging in actions and activities so as to contribute to building a better society.”**

**(European Charter on the Participation of Young People  
in Local and Regional Life - CoE, Have your Say!).**

## Let's start by reminding ourselves about the Sustainable Development Goals or SDGs.

### A Sustainable World for me, for you, for them, for us all

In September 2015, world leaders met at United Nations Headquarters and agreed on 17 Sustainable Development Goals (also known as Global Goals) through the 2030 Agenda for Sustainable Development. They set 169 targets for the Goals to end poverty, protect the planet, and bring prosperity to all human beings, all over the world, over the next 11 years.



The SDGs bring together the 3 dimensions of sustainable development:

1. Environmental
2. Human
3. Economic

These three dimensions are essential to ensure sustainability for the whole planet. They also follow the “5 Ps”:



## Young People and the SDGs

**“The future of humanity and of our planet lies in our hands. It lies also in the hands of today's younger generation who will pass the torch to future generations.”**  
2030 Agenda for Sustainable Development

We all have hopes and dreams, however, the only future which would give everyone the opportunity to fulfil their dreams is a sustainable one. A future where everybody respects and protects the planet, where everybody is safe and feels free, and where the system is fair to everybody and leaves no one behind. Our future must include everyone so it is vital that decision makers really listen to young people and develop their plans and policies together with them.



### Why me?

You are part of the largest generation of youth in human history. You are creative, talented and passionate about changing the world for the better for everybody. You can make a real difference by taking action to help achieve the SDGs.

## SDG 13: Climate Action

With 17 SDGs and 169 targets, we need to prioritise if our actions are to be successful. So from 2020, our focus is on SDG 13 Climate Action.

SDG 13 is considered a priority to meet all the other SDGs, as stated by the United Nations, “Climate change presents the single biggest threat to sustainable development everywhere and its widespread, unprecedented effects disproportionately burden the poorest and most vulnerable. Urgent action to halt climate change and deal with its impacts is integral to the successful implementation of the Sustainable Development Goals (SDGs)”.

### SDG 13 TARGETS

Behind every SDG there are targets:

**TARGET 13-1**

STRENGTHEN RESILIENCE AND ADAPTIVE CAPACITY TO CLIMATE RELATED DISASTERS

**TARGET 13-2**

INTEGRATE CLIMATE CHANGE MEASURES INTO POLICIES AND PLANNING

**TARGET 13-3**

BUILD KNOWLEDGE AND CAPACITY TO MEET CLIMATE CHANGE

**TARGET 13-A**

IMPLEMENT THE UN FRAMEWORK CONVENTION ON CLIMATE CHANGE

**TARGET 13-B**

PROMOTE MECHANISMS TO RAISE CAPACITY FOR CLIMATE PLANNING AND MANAGEMENT

**Which of the above targets for SDG 13 has most relevance for you and why?**

## What does it take to lead change?

What is leadership? To make change happen, leaders are needed and that includes young leaders. But what does leadership mean?

Note down your definition here:

.....

.....

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.....

Can you name leaders alive or dead who have done one or all of the following?

Changed opinions	Inspired people
Made things happen	Been a role model for young people

There is no one definition of leadership and it's only recently that experts have started to study youth leadership. Why? Because leadership was considered something adults did. But now, in many parts of the world, people are beginning to understand that young people are a fantastic source of new ideas and creativity, and have a vital role to play in changing the world for the better.

Chances are that if asked to think of a young leader for Climate Action, you would come up with the name Greta Thunberg.

## Portrait of an SDG 13 Champion: Greta Thunberg

### What can we learn from a 17-year-old?

At only 17 years of age, the Swedish climate change activist Greta Thunberg has got the whole world listening to her. On the 20th August 2018, Greta then aged 15 decided not go to school. Instead she sat alone on the floor outside the Swedish Parliament with a handmade banner 'on school strike for the climate'. She wanted to draw attention to the climate change crisis that as a world we face. She asked "Why should I be studying for a future that soon will be no more when no-one is doing anything whatsoever to save that future?" She fears for the future and especially for that of her generation. She wants the older generation, politicians and the decision makers to realise that, by not acting with enough urgency, they are 'stealing our future'. She wants them to 'act as if the house is on fire.'



STOCKHOLM, SWEDEN - MARCH 22, 2019: 16-year-old Swedish climate activist Greta Thunberg demonstrating in Stockholm on Fridays.

In an interview with Jonathan Watts of the Guardian newspaper. Greta said that on that first school strike day, outside the Swedish Parliament she sat alone from 8.30am to 3pm. However, on the second day people started to join her and that 'after that there were people there all the time'. Her fight has helped other young people to become aware of the human, economic and environmental impact of this looming climate crisis. It has also helped them to realise that their voice matters - #futureforfridays has become a global phenomenon.

Greta has spoken to world leaders and campaigned at rallies across many different countries. Recently Greta was invited to speak at the UN Climate Action Summit to bring the voice of millions of young people to world decision makers. Listen to what she said and how she said it on <https://www.youtube.com/watch?v=KAJsdgTPJpU>

### What makes Greta such a persuasive speaker in your opinion?

#### Key points from Greta:

1. Reduce co2 emissions by at least 50%
2. Recognize overall failures of our current systems
3. Solving the climate crisis is the greatest and most complex challenge
4. Stop the emissions of greenhouse gases.
5. Create transformational action that will safeguard the future living conditions for humankind
6. Wider public awareness and understanding of our carbon budgets
7. The bigger your carbon footprint is, the bigger your moral duty. The bigger your platform the bigger your responsibility.

 [www.facebook.com/gretathunbergsweden](https://www.facebook.com/gretathunbergsweden)

 @gretaThunberg - Twitter

 <https://www.ted.com>

<https://www.fridaysforfuture.org/greta-speeches>

Greta is not the only young person leading action on climate change. A few days before her speech, the UN Youth Climate Summit brought other young climate action champions together from more than 140 countries to showcase their ideas and engage with decision-makers.



You may not have heard of Helena Gualinga, aged 17, from the Ecuadorian Amazon but she has been fighting for climate issues her entire life.

I grew up in a small community called Sarayaku, and we have been fighting big oil since I was a little kid. I've seen my uncles and aunts fight against these big companies to protect our territories, and they've been criminalized for that. We realized that these companies are the same companies creating climate change. When I was little, my uncles used to run out in the jungle and keep the military out of our territories. Now it's in the courthouses, and with paperwork.

I also work with indigenous women and children back in the Amazon. I post things on the internet and keep people informed of what's happening. I'm trying to be a voice for my people, what they have to say, from Ecuador.

**What inspired you to become a climate activist?** I was really scared of what was going to happen to my community, especially because I also grew up partly in Europe, so I didn't know if I would go back home and the only thing I would find would be destruction.

**How do you think your generation's climate activism is different from what's been done in the past?**

I think that climate activism has been something that has been going on, but it has not been as big as what we're seeing, and I think that will have a huge impact because everyone is in this together. I think this is a huge revolution that's happening.

**What's the first thing people should start doing today to fight the climate crisis?**

On an individual level, we should stop consuming everything that we don't need.

**How about world leaders?**

They can help us stop the fossil-fuel industry and protect indigenous people in the Amazon, because those are the people who have been protecting the world's rainforest for a very long time now. There are a lot of things happening to indigenous people. They are persecuted by governments and companies, and that would be a huge step if that stopped. And then also get involved and start to support indigenous communities so they can continue their normal lifestyle but also have this connection to the Western world.

## Getting ready for action

As a Global Goalkeeper, you'll be keen to get going and work out your priorities. You and your team need to have a clear idea of what the issues are, the causes and possible solutions.

Let's start with your first activity: raising awareness of the SDGs and especially SDG 13 Climate Action with your peers. It can help to look at this with an issue tree with the roots as the causes and the branches as the solutions.

### WHAT DO YOU WANT TO CHANGE?

Peer to Peer activities

The issue

How much, if anything, do your peers know about the SDGs and SDG 13 in particular?

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The causes

If you don't think they know much about the above, why do you think that is?

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The solutions

How can we solve this issue? How can we change the situation?

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It can help to use an issue tree to help you decide what actions you want to prioritise.

On the trunk, write the issue itself, then write the causes along the roots, the consequences along the branches, and any solutions as fruits hanging from the tree.

## Your Call to Action

SDG 13 involves complex issues but people will need a fairly simple message if they are to get on board.

- Step 1 ENSURE YOU UNDERSTAND WHAT CLIMATE CHANGE IS AND WHY IT'S HAPPENING** You have already been learning about Climate Change at school. Review what you have learnt and keep up to date with new information so you can communicate effectively about the issue.
- Step 2 GIVE PEOPLE FACTS AND INFORMATION** so they can understand the consequences of not doing anything about climate change and feel motivated to do something about it.
- Step 3 SOLUTIONS** Give people hope and solutions that will help mitigate the worst effects of climate change.
- Step 4 YOUR OWN ACTION** Tell them what you personally are doing to combat climate change. If you aren't doing anything, you can't really expect others to do so! Not sure where to start? Work out your environmental footprint using the WWF website. <https://footprint.wwf.org.uk>, look at the suggestions for actions offered to reduce it and choose one or more you can carry out.
- Step 5 SCHOOL & COMMUNITY ACTION!** Invite others in your local area to take action with you on something that is really going to make a difference and have a sustainable impact.



Bro Dinefwr Global Goalkeepers conducting research on plastic waste in Llandeilo in 2019.



Glan y Mor Goalkeepers leading their community bike ride to promote cycling.

## Getting the message through to your target audience

Before planning your action, it is vital to identify who you want to target, to maximise the impact of your action.

What activities can you do to raise awareness & achieve change in the groups you have identified?	
GROUP	ACTIVITIES
Your class	
Other classes / the year group/the whole school	
Teachers and other staff members	
Local community/ community groups	
Local businesses	
Other	

Here are a few ideas to get you started. Have a look through them, think up others and decide which would have the most impact:

<b>ASSEMBLY</b>	Hold an assembly for your year group or even the whole school on SDG 13. Try to make it a bit different from the usual assemblies held in your school so people remember it.
<b>FLASHMOB</b>	A flashmob is a group of people who get together suddenly in a public place, perform an unusual and seemingly pointless act for a brief time, then quickly disperse.
<b>EXHIBITIONS &amp; CONCERTS</b>	Art and music are powerful ways to bring attention to important issues.
<b>DAYS OF ACTION</b>	Organise a day to focus on a specific issue in your school or community;
<b>ONLINE PETITIONS</b>	These can be a powerful way of getting a lot of people to support what you are doing

## Planning your Action

There are **five** basic tools that all goal setters should equip themselves with to increase their odds of success: Passion, Persistence, **Planning**, People and Positivity. Work as a team to **plan** your chosen action.

**Remember... Careful planning will be key to your success!**

Use the table below to help you:

Your questions?			
Who might make it difficult for us?			
Who can help us?			
How much impact will the action have?			
How easy is it for us to do?			
How long will it take to plan?			
Idea for action			

## Getting your message heard and sharing your actions

You'll have worked hard with your team to plan your action so now you need to 'Get your message out there' the more people that know about it the better! Use your digital skills.

Be Creative: Capture your audience's interest, influence their emotional response and inspire them to join with you in taking action. Use a variety of digital tools and platforms to increase your audience.

## Get your message out there!



## The Walk the Global Walk Competition 2020...

We think that you have an awesome set of digital skills which you will be using in creative ways to get your message out about your action. We think that these skills should be showcased as part of WtGW. So, we are holding a digital media campaign competition for all schools to enter.

The winning school will be offered the chance of attending the WtGW International Summer School in Italy in June 2020.

### Here's what you need to know:

## WtGW DIGITAL CHALLENGE



<b>Digital Campaign task</b>	Make a digital campaign to raise awareness of your chosen SDG13 action. For example make a 'Special Climate Edition' digital newsletter
<b>Timeline for your actions</b>	You have 7 weeks from 16th January 2020 to Digital Campaign competition deadline on <b>19th March 2020</b>
<b>Success criteria</b>	Your digital campaign needs to: <ol style="list-style-type: none"> <li>1. Be able to be shared on social media with appropriate links, tags and hashtags</li> <li>2. Include some element of moving images (e.g. video clip, edited video, meme, animated gif)</li> <li>3. Include a number of people's perspectives on your chosen climate change action</li> <li>4. Include video portraits of your school's Global Goalkeepers</li> <li>5. Submit with a completed entry form with signed ethical guidelines form</li> </ol>
<b>Selection criteria</b>	<ol style="list-style-type: none"> <li>1. Content &amp; concept</li> <li>2. Creativity</li> <li>3. Outcomes</li> <li>4. Demonstration of Global Goalkeeper skills</li> </ol>