

CONCERN
worldwide

ENDING
EXTREME POVERTY
WHATEVER
IT TAKES



CONCERN WORLDWIDE GLOBAL CITIZENSHIP STRATEGY

2023-2027

Overview Concern Worldwide Global Citizenship Strategy 2023-2027

Strategy goal:

To ensure that Global Citizenship remains a key dimension of Concern's organisational aim of tackling extreme poverty and its root causes.

This will be done through education, awareness raising and campaigning for change, in conjunction with policy and advocacy work at national and global levels.

Strategy purpose:

- **To strengthen the links between awareness and the range of meaningful actions** which citizens at all levels can take to contribute to the delivery of the SDGs, and to actions towards ending extreme poverty.
- To use global citizenship to **foster lifelong identification with Concern and commitment to the values** at the heart of Concern's mission: ending extreme poverty, reducing inequality, promoting human rights – especially for those furthest behind - in line with Ireland's commitment to Agenda 2030.

Strategic Objective One: Strengthen youth awareness and actions through form and non-formal education

We will do this through:

- Continuing our GCE programmes such as the Concern Debates
- Supporting teachers and youth workers
- Working through the formal education system and non-formal education spaces like community and youth groups
- Providing opportunities for informal education
- Working with third level students and institutions
- Actively engaging in consortiums
- Digital engagement
- Supporting the development of participants political literacy

Strategic Objective Two: Engaging new audiences on global development issues

We will do this through:

- Engaging with the adult and community education sector
- Continuing our partnerships with other organisations who engage with different types of communities
- Supporting Comhlámh's First Wednesday Debates series
- Developing diverse partnerships and engage people through public campaigning
- Producing audience relevant materials to offer different perspectives

Strategic Objective Three: Campaigning for Change with Communities

We will do this through:

- Building of our current campaigning learnings
- Working with Youth organisations
- Working with organisations beyond Ireland and Concern country programmes to platform and give space to youth from Global South countries
- Continuing to collaborate with existing and new partners to campaign on issues
- Expanding Concern's knowledge and capacity for political engagement
- Facilitating events and meeting with political stakeholders
- Leading on or contributing to policy submissions
- Investing in creative approaches and research how actions can be sustained

1. Introduction

From its earliest days, Concern has held that an educated, engaged, and active public is vital to ensure long-lasting and sustained commitment globally to those ‘left furthest behind’.

Concern’s Policy Statement (2015), articulates the importance of Global Citizenship (aka development education) to Concern’s mission: *“...To achieve this mission, we engage in long term development work, build resilience, respond to emergency situations, and seek to address the root causes of poverty through our Global Citizenship (development education) and advocacy work.”*

Advocacy and Global Citizenship are embedded in the organisational Theory of Change [see figure one], showing their importance in promoting the enabling environment necessary to achieving Concern’s mission.

‘Reaching the Furthest Behind First’, Concern’s Strategic Plan 2021-25, commits the organisation to ‘Driving urgent action on hunger, conflict, and the climate crisis’ (Goal 2) and ‘Galvanising global support across every generation to end extreme poverty (Goal 3). The plan further highlights Concern’s commitment to the Sustainable Development Goals (SDGs); Concern’s commitment to ending poverty, reducing inequality and conflict, promoting human rights and social justice, protecting people and planet; and Concern’s contribution to the signature

commitment of the Irish government to reaching the furthest behind first, at the centre of A Better World, Ireland’s Policy for International Development

At its core, Global Citizenship is about implementing the vision required to move to a model of partnership between peoples and cultures at micro and macro levels. Transformative learning through global citizenship involves a deep, structural shift in thoughts, feelings and actions. It is an education for the mind as well as for the heart and hands. This implies a radical change towards inter-connectedness and creates possibilities for achieving more equality, social justice, understanding and cooperation amongst peoples.

This strategy builds on Concern’s experience and learning of over 50 years of development education and global citizenship work in Ireland. We not only recognise the importance of our engagement with young people in both formal and non-formal education settings but also the need to support and provide opportunities for people to meaningfully engage with those in power. Public support often strengthens political will and drives political decision-making. Informed, active global citizens are essential to contribute to positive political change and strong democratic engagement.

“To achieve this mission, we engage in long term development work, build resilience, respond to emergency situations, and seek to address the root causes of poverty through our Global Citizenship (development education) and advocacy work.”

Cover photo: Sinead Morgan leads a workshop at the Malawi Concern office with members of the Malawi Climate Action Network. Photo: Chris Gagnon/Concern Worldwide, Oct 2022

INTRODUCTION

Planning and reviews of our Global Citizenship programme will be informed by key learnings from the Dóchas and Irish Aid *Worldviews* annual tracker, as well as our own surveys and evaluations with participants, campaigners, and activists to ensure our contribution is relevant and impactful in a dynamic and fast-moving world.

Ultimately, Concern's aim in our Global Citizenship work is to engage with a diversity of communities who are committed to personal and collective action to contribute to a better world for all, but also lifelong support and allegiance to the work of Concern Worldwide.



Students taking part in SDG global citizenship education activities at Agents of Change 2022. Photo: Isaak Ferro/ Concern Worldwide, April 2022

Through this strategy, we will

- Amplify the voice and perspectives of the Global South through direct engagement of partners, colleagues, and participants in Concern's programme countries.
- Reach more youth in more areas through increased and effective use of web, digital platforms, and online learning opportunities.
- Continue to work with new and diverse audiences and those who have not traditionally engaged in Global Citizenship programmes. These will include such groups as Youth Reach centres, DEIS schools and local community organisations in areas with large populations of migrants and asylum seekers.
- Reach more educators (teachers and youth leaders) in both the formal and non-formal sectors to help build confidence and skills to engage youth in global development issues.
- Expand and deepen our work in the Adult and Community Education sector as a member of Saolta, Comhlámh, and our own Project Us programme.
- Invest in current and develop new relationships through our Concern Global Citizenship Grants Fund as well with policy makers and elected officials to ensure commitment to achieving SDG targets.

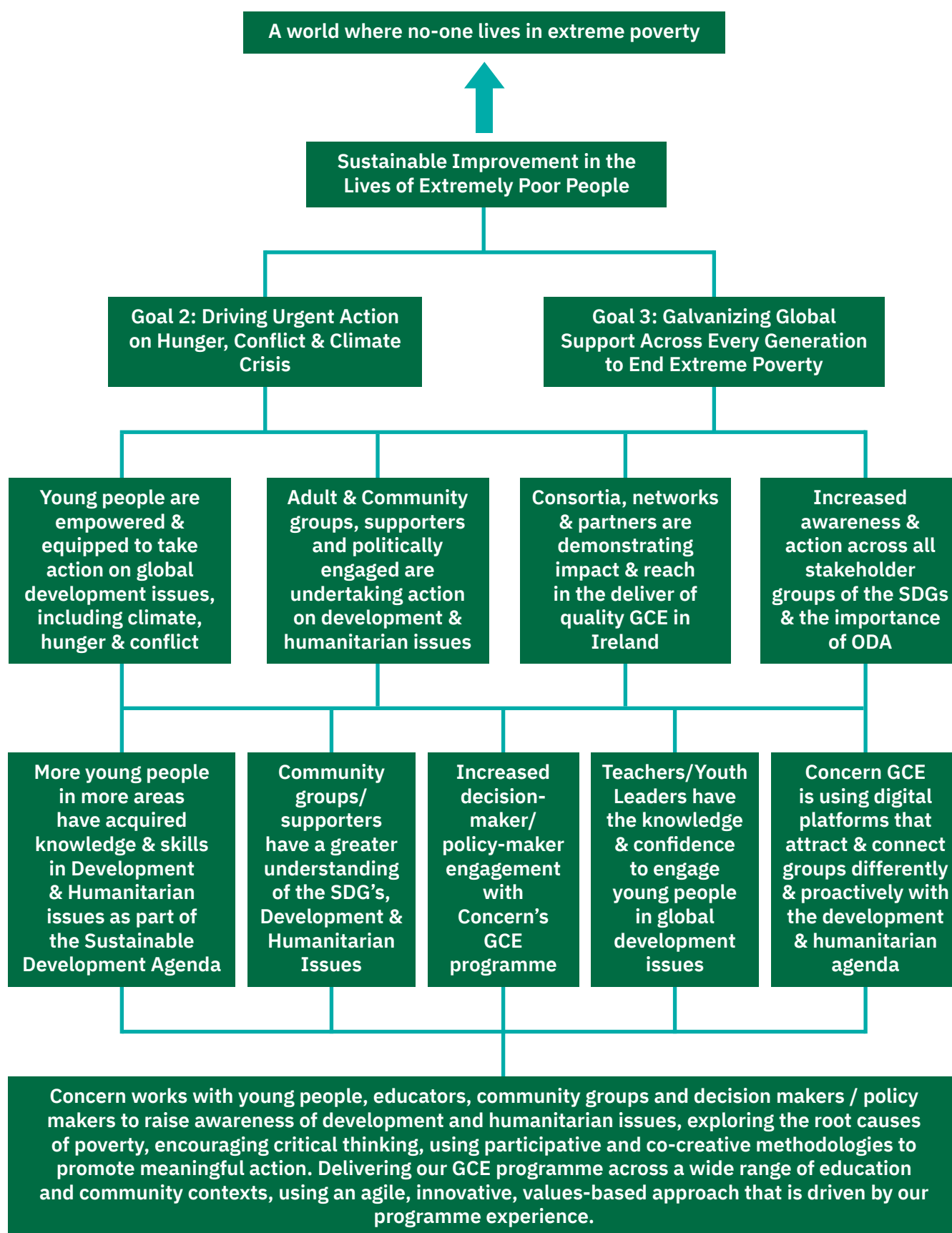


Figure one: Concern's Global Citizenship Theory of change

2. Defining Global Citizenship

There are many definitions of global citizenship and its related terms. Those that reflect Concern's understanding are offered here.

Global education is understood to encompass Development Education, Human Rights Education, Education for Sustainability, Education for Peace and Conflict Prevention and Intercultural Education; being the global dimension of Education for Citizenship.

The Dublin Declaration (2022) states: Global Education is education that enables people to reflect critically on the world and their place in it; to open their eyes, hearts and minds to the reality of the world at local and global level. It empowers people to understand, imagine, hope and act to bring about a world of social and climate justice, peace, solidarity, equity and equality, planetary sustainability, and international understanding.

The United Nations Sustainable Development Goal on Education aims to *ensure inclusive and equitable quality education and promote lifelong learning opportunities for all*. Goal 4.7 states that by 2030, *ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development*.

The Irish Aid Global Citizenship Education Strategy 2021-25 states that Global Citizenship is a lifelong educational process, which aims to increase public awareness and understanding of the rapidly changing, inter-dependent and unequal world in which we live.

By challenging stereotypes and encouraging independent thinking, global citizenship helps people critically explore how global justice issues interlink with their everyday lives and how they can act to build a better world. This is particularly important in an increasingly globalised world with immense challenges, such as the effects of the COVID 19 pandemic, climate change, entrenched poverty, growing inequality, as well as radicalization fueled by misinformation.

For Concern Worldwide, **Global Citizenship** is *the agreed term for our work and defined as a lifelong learning process, based on the values of solidarity, equality, inclusion and co-operation. It enables people to move from basic awareness of international development priorities and sustainable human development, through understanding of the causes and effects of global issues, to personal and community involvement and informed action.*

2.1 Concern's Global Citizenship Approach



Values Based: Our Global Citizenship work is based on the values that underpin the work of the organisation and which, *inter alia*, focus on extreme poverty, hunger and climate change based on the values of solidarity, equality, inclusion, and co-operation.



Global South: Concern derives organisational legitimacy and credibility from our programme work in the Global South. As such, we believe we are in a strong position to convey 'on-the-ground' experience and learning to the public by sharing people's stories, organisational learning and the 'voices' and 'agency' of our programme participants.



Coherence: The foundational policies on poverty, emergency response and international advocacy: ("How Concern Understands Extreme Poverty"; "Approach to Emergencies" and International Advocacy policies) inform the content of this Global Citizenship programme. In this way, we will ensure our Global Citizenship work is coherent, and connected to the knowledge and expertise in Concern. We will also work closely with our Communications, and Development and Fundraising Directorates.



Promoting Action: Global Citizenship promotes the notion of interdependence, personal and community responsibility and action among citizens in both the Global North and South. Action necessarily follows from knowledge and understanding. Action can be anywhere on a spectrum from the soft end of social media engagement, consumer choices (Fairtrade) or signing petitions, to stronger actions such as engaging with elected officials or participating in a campaign on development or humanitarian issues.



Consortia and Networks: We work with national, European and international networks and consortia, to create a more strategic and sustained impact on larger numbers of our target groups.



Partnership: We partner with groups and organisations in Ireland that have the capacity and expertise to engage at local and national level, who add breadth and depth to our work, by reaching audiences who would not otherwise have engaged with Concern.



Good practice standards: We adhere to standards of good practice within the Global Citizenship sector, such as the Irish Development Education Association (IDEA) Code of Good Practice and The Dóchas Guide to Ethical Communications as well as to Concern's Safeguarding, Data Protection and other compliance standards.

2.2 Why is Global Citizenship essential to Concern?

The link between awareness and action has always been part of Concern's approach. However, changes at home and globally have transformed the context for how people engage with NGOs and other groups seeking long-term change, going beyond but not excluding, financial donations.

Right: TY students engaging in group work at Concern's office during their work experience week March 2023.
Photo: Active Citizenship/Concern Worldwide



These changes include:

- Ideas of 'charity' have progressed from giving money to understanding causes and identifying action, expressing solidarity, exploring and supporting social justice, and promoting rights-based approaches – Agenda 2030 and the SDGs being applicable at home and overseas.
- 20th century perceptions of north/south, rich/poor differences are being critically examined, and slowly being replaced by themes of interdependence, cooperation, equity and inequalities on global challenges such as climate change, inequality and difference are reality and reflected in global power structures (UN, World Bank etc.), in narratives around wealth, poverty, Global North and Global South.
- There is increasing conversation and critical reflection around the legacy and impact of colonialism, and a shift to locally led decision-making, power-sharing and resource distribution in development theory and practice generally.
- Globalisation and the 'information revolution' has led to increased global inequality and the information revolution has also led to a more toxic and divided spread of information.
- Social media, sophisticated marketing and celebrity are both positive and negative tools in influencing values and beliefs.
- The need to deepen and expand our engagement on global development and humanitarian issues with a wider group of the public, including a greater focus on younger people.
- There is recognition from Irish Aid and the wider sector on the key role of Global Citizenship in contributing to 'A Better World' which has been underlined in Irish Aid's new Global Citizenship strategy.
- There is a need for a more coherent and cooperative approach among NGOs working on global development issues, in Ireland and globally.
- Concern is a highly valued and influential member of the Global Citizenship sector in Ireland for its experience, knowledge, practice, and expertise as well as financial support for Global Citizenship networks, consortia groups and partner organisations.

3. Goal and purpose of Global Citizenship Strategy

The **goal** of this strategy is to ensure that Global Citizenship remains a key dimension of Concern's organisational aim of tackling extreme poverty and its root causes.

This will be done through education, awareness raising and campaigning for change, in conjunction with policy and advocacy work at national and global levels.

The purpose is:

- **To strengthen the links between awareness and the range of meaningful actions** which citizens at all levels can take to contribute to the delivery of the SDGs, and to actions towards ending extreme poverty.
- To use global citizenship to **foster lifelong identification with Concern and commitment to the values** at the heart of Concern's mission: ending extreme poverty, reducing inequality, promoting human rights – especially for those furthest behind - in line with Ireland's commitment to Agenda 2030.

3.1 Strategic Objective One: Strengthen youth awareness and actions through formal and informal education

3.1.1 Why?

Concern's Global Citizenship work focuses strongly on children and youth as a target group for awareness raising which aims to lead to active citizenship. This reflects global citizenship roots in global citizenship education and a widespread consensus that 'young people are important and influential as young people'. Their power is now. Belief, energy and idealism can be used for good and can deliver change.

Concern's engagement in formal education and working with young people is exceptional and impactful. Concern will continue with this work, subject to some specific proposals and taking account of issues discussed in this strategy.

Strategic Objective One	Strengthen youth awareness and actions through formal and non-formal education.
Strategic Objective Two	Engage with new audiences on global development issues
Strategic Objective Three	Campaign for change with communities



Left: Debate finalists from Hazelwood College, Co Limerick.
Photo: Karen Morgan/Concern Worldwide, April 2024

3.1.2 To deliver this objective, we will continue and grow our existing programme:

- **Concern Flagship Debates:** We will continue to improve the quality of the debates by incorporating a 'solutions' element as well as ensure that participants in the debates programme are provided with further opportunities (platforms, events, workshops, upskilling) to continue their engagement with Concern utilising their debating skills as adjudicators and political engagement. The Concern Debates will continue to be an all-island programme at both primary and post primary level.
- **Curriculum support:** We will continue to strengthen the extent to which global citizenship is addressed and looking for opportunities to give greater emphasis in materials and discussions to political literacy and the extent to which economic, political, and environmental issues can be addressed alongside social issues.
- **Formal education:** Formal education is learning which follows a syllabus and is the intentional goal of the activity. It is learning in institutions such as schools and colleges.

We will continue to engage the formal education sector through our Global Citizenship Education programme which includes the Concern Debates, workshops in schools, educational resources, 'World Day' workshops, podcasts, Concern's TY Academy.

These support the skills and competencies development aspect of the new [primary](#), [junior cycle](#) and [senior cycle](#) curriculums.

- **Non-formal and informal education:** Non-formal education takes place in community settings such as youth organisations, sports clubs and drama and community groups. It is learning outside of the formal educational setting, but within an organisation framework and stems from a *personal* choice to master a skill, activity, or area of knowledge. It does not necessarily follow a syllabus and is not bound by accreditation¹.

Informal education takes place outside of educational institutes and arises from activities which were not undertaken with learning in mind. It is learning through experience and exposure and is an inescapable part of life.

Concern's approach will be informed by the Council of Europe guidance that non-formal education should also be:

- voluntary
- accessible to everyone (ideally)
- an organised process with educational objectives
- participatory
- learner-centred
- about learning life skills and preparing for active citizenship
- based on involving both individual and group learning with a collective approach
- holistic and process-oriented
- based on experience and action
- organised on the basis of the needs of the participants.
- Formal, non-formal and informal education are complementary and mutually reinforcing elements of a lifelong learning process.

¹. Definitions of Formal, non-formal and informal education taken from the Council of Europe's definitions [<https://www.coe.int/en/web/lang-migrants/formal-non-formal-and-informal-learning>]

- **Continues Professional Development for Teachers and Youth Workers:** We will continue our teacher training workshops for debates mentors, as well as trainings for other teachers and youth workers interested in Global Development issues in conjunction with other organisations. For debates mentors, there will be an added focus on incorporating the debates motions into the curriculum.
- **Third level programme:** We will strengthen our engagement at Third Level through our multi-annual partnership work with groups such as Suas/STAND, UCDVO, and relevant student societies. The Project Us programme will directly target third level students through a series of Design Thinking workshops and SDG World Cafés.
- **Consortia Groups:** We will continue our active engagement with consortia groups working directly with young people both in the post primary sector (World Wise Global Schools) and the youth sector (Youth 2030).
- **Digital Engagement:** We will use digital platforms to reach and engage our audiences (particularly youth) through content that is innovative enough to cut through in the crowded digital space. This means allowing space and resource for experimentation. We shall continue our active membership in the DevelopmentEducation.ie consortium as well as working closely with the Concern Digital content team.
- **Invest in political literacy:** Feedback and evaluations of engagement with young people, schools and our partners show that Concern activities contribute to the self-confidence and awareness of young people on important issues. For awareness to turn into policy change and resource choices on issues like ODA and climate, people need to not only understand the impact and root causes of poverty. They also need a realistic understanding of institutions and the policy process within and beyond Ireland's borders to global level.

Young people need to have the confidence to engage at different levels. Familiarity with how politics and society work, and the many complex trade-offs is an essential part of turning awareness and commitment into action.

TO CONTRIBUTE TO GREATER POLITICAL LITERACY, OUR GLOBAL CITIZENSHIP PROGRAMME WILL:



- Give greater weight, directly as well as indirectly through partners, to civics, democracy and political literacy by offering young people the chance to move from 'their' world to another through dialogue and genuine engagements.
- Renew efforts through our political engagement, campaigns, and schools to build the knowledge and capacity of a cadre of supporters who can engage at work, clubs and societies on selected SDGs relevant to Concern's mission.
- Increase partnerships with youth networks in countries in the Global South where Concern works– really putting the 'global' into global citizenship, and facilitating youth engagement and sharing on common issues and varied experiences and perspectives.
- Invest in young people by providing mini grants or seed funding for youth groups undertaking global citizenship initiatives at local or community level;
- build a campaign community of solidarity based on the values and mission of Concern.
- Nurture and support a group of volunteers or Concern Ambassadors with a long-term interest in informing their peers, plus confidence to engage with business leaders, Senators and TDs, the Irish Farmers Association, unions, and relevant influential groups.

3.2 Strategic Objective Two: Engage new audiences on global development issues

3.2.1 Why?

The strategy review (2023) noted that, *“Concern’s work with youth is definitely important. But that the assumption that youth can change the world has to be tempered by the knowledge that young people are often short of money, power, and sometimes political literacy”*. As such, the review recommended that Concern broaden the scope of its global citizenship work to other citizens. It also proposed a substantial effort to get beyond the ‘development bubble’.

For this engagement to be successful, it is essential that Concern invests the time in understanding the agendas and perspectives of organisations who can help us deliver our mission.

An Intergenerational climate café took place at Concern offices. It was a morning to discuss one of the biggest challenges of our time with people from all backgrounds and generations. Photo: Concern Worldwide/May 2024

3.2.2 To deliver this objective, we will:

- Continue our engagement with the Adult and Community Education sector through active participation on the management committee of the Saolta consortium.
- Engage ‘beyond the development sector’ by continuing our partnership with groups including Development Perspectives, Afri and Inishowen Development Partnership who directly engage Public Participation Networks, local authorities, the Saolta consortium in the Adult and Community Education sector, community and business groups.
- Provide ongoing financial and technical support for the Comhlámh First Wednesday Debates, a public forum on global development issues.
- Broaden the involvement of new audiences on global development issues, through public campaigning and diverse partnerships.
- Produce audience relevant materials that include ‘different perspectives’ as well as respond to the questions and knowledge requirements of the individual target group.



3.3 Strategic Objective Three: Campaign for change with Communities

3.3.1 Why?

Being a global citizen is being aware of our own actions in maintaining inequality and poverty, being aware of interdependence, of shared global challenges such as poverty and climate change and doing something about it.

A precondition for action, alongside awareness and commitment, is for people, be they students, citizens, or societal leaders, to be presented with ideas and options on what they can actually do.

3.3.2 To deliver this objective, Concern will:

- Collaborate with existing and new partners in Ireland to campaign on key issues and engage with relevant stakeholders to promote Concern campaigns.
- Expand Concern's knowledge and capacity to collaborate with partners on political engagement opportunities, attend political events.
- Facilitate events and meetings with political stakeholders to further understanding of and commitment to Concern's objectives to address extreme poverty.
- Lead on or contribute to policy submissions to government on Global Citizenship and broader global development issues.
- Issue-based campaigning is an essential part of political engagement work.
- Invest in creative approaches and research on how individual actions are sustained, developed and linked to people who identify long term with Concern, its values and mission.
- Build on current campaigning experience and learning.
- Strengthening relationships with communities, volunteers and people who identify with concern's values and vision.
- Work with youth organisations and programmes to drive the Global Citizenship strategy and promote Concern's work.
- Work with overseas organisations and Concern country programmes to ensure voices of youth in the Global South are given a platform and have the space to engage with Irish young people, decision-makers, and community and youth groups.
- Partner with organisations in countries where Concern works on issues related to extreme poverty, climate change, conflict and food security.



Poet, performer, and playwright Felispeaks (right) and legendary Dublin footballer Michael Darragh MacAuley (left) added their support to Concern Worldwide's Nothing Kills Like Hunger campaign. Photo: Leah Farrell/ Photocall Ireland, Sept 2022

4. Delivery

To deliver this strategy, Concern is committed to the following:

4.1 Improved stakeholder identification and management

Our work sees Global Citizenship stakeholders both internally i.e. within Concern and externally, with the wider public. The Global Citizenship Team engages a range of internal stakeholders across fundraising, advocacy, communications, programme networks, direct dialogue. These relationships help us to learn about Concern's stakeholders and how their constituencies work; understand the big issues and challenges; figure out what people need from us; and, importantly, continually review Concern's role in global citizenship.

Concern staff are key stakeholders in both living and supporting Concern's values and engaging externally with communities in Ireland.

In order to work with communities and supporters to move people from being aware of issues related to global development to identifying with Concern's vision and action, Concern must have a comprehensive and contemporary picture of the people who are the power of change. We cannot deliver on our mission without awareness raising at home and abroad - to change attitudes, values, policies, and resource allocation at local, national and international level.

To improve our stakeholder identification and management, Concern will:

- Substantially strengthen our collaboration across Concern Directorates, particularly International Programmes, Communications, and Development and Fundraising, to optimise investments and collectively contribute to shared organisational goals.
- Compliment Concern's advocacy objectives for information sharing and awareness raising as well as deeper political engagement where appropriate.
- Work with young people to create opportunities for continued engagement that gives young people a 'stake' in the work of Concern. This engagement will include opportunities such as the expanded Youth Ambassador programme, work experience opportunities, summer schools or the creation of relevant advisory panels.
- Develop the political knowledge and literacy of Concern and our stakeholders. The political engagement strategy will remain a live document, ensuring that Concern stays relevant in the global citizenship space, and engaged in influencing change in Ireland and the countries where Concern works.

4.2 Developing a practical framework for measuring long term change

Concern invests heavily in quantitative and qualitative evaluation of our work, including measuring attitudinal change. Further investment and knowledge strengthening is needed in understanding and measuring attitudinal change to action at home. This will include investment in skills, techniques and methodologies and engaging with researchers studying social change.

Concern will:

- Utilise knowledge and anecdotal evidence already accumulated, existing data, plus existing knowledge, and judgement to assess the long-term impact of our work.
- Draw on the best available external thinking and use existing quantitative and qualitative evidence on how societal change happens.
- Gather data methodically and comprehensively.

4.3 Concern's campaign approaches are guided by:

1. The Global Citizenship Political Engagement Sub-strategy (Annex I);
2. Concern's Global Citizenship proposal and Theory of Change work plan submitted to Irish Aid (2022) (Annex II);

Students from several schools participate in a workshop for International Day of Education. As part of the day, Fighting Word's came to work with students to develop a poem and Agathe (Concern Education Advisor) presented to students about Concern's education work. Photo: Concern Worldwide, Jan 2024



Annexe 1

Concern Worldwide Political Engagement Strategy (sub-strategy to Concern's Global Citizenship Strategy)

Guided by the Concern Strategic Plan, Global Citizenship Strategy, Agenda 2030, Ireland's international development strategy A Better World, this strategy aims to educate and empower young people to become global citizens motivated to act on the most pressing challenges we face today.

Situated within the Global Citizenship strategy, and integrally linked with the International Advocacy Strategy, the campaigns team with 1 Planet 4 All and Project Us focuses on education, awareness raising, and change making primarily around global development and humanitarian issues.

Working with colleagues across Concern, this strategy aims to create programmes, content, events, and spaces that will bring young people on a journey to understand Concern's core issues of conflict, hunger, climate, the SDGs, and ODA. This approach is combined with a realistic understanding of how change is possible, in ways that allows them to use their knowledge to motivate them into taking action.

This strategy recognises Concern's considerable partnership work and utilises this to enhance the strategic delivery of the four goals. This plan also focuses on relationship building with key targets. It ensures political stakeholders are aware of Concern's work and understand that in addition to overseas programme delivery and fundraising, that Concern is an agent for change in Ireland on relevant policy issues.

We are halfway to 2030, and our global challenges are becoming more urgent, complex and worryingly interlinked. To help those furthest behind, it will require more than knowledge.

It requires action and the motivation to challenge inequality, injustice, practices, and policies that do not deliver a better world for current and future generations in Ireland and the Global South.

The four goals of the political engagement strategy are:

GOAL 1:

Build knowledge and confidence of youth to engage with political stakeholders.

GOAL 2:

Deepen engagement with political stakeholders and targets.

GOAL 3:

Increase youth engagement through Concern's partnerships and networks in the Global North & Global South.

GOAL 4:

Strengthen internal collaboration across the whole of Concern to ensure political engagement and networking with political actors and policy makers is coherent and strategic.

GOAL 1

Building knowledge and confidence to empower youth to engage with political stakeholders



The objectives of this goal are:

To play a key role in co-creating opportunities for young people to engage with Concern experts, change-makers within their own communities, as well as policymakers working on conflict, hunger, climate, the SDGs and ODA. This will build a foundation of knowledge on core issues, providing young people with the skills and motivation to take action and engage with political stakeholders.

Through Concern's Global Citizenship programming, ensure young people have access to information on Concern's work and the importance of ODA.



The actions needed to achieve this goal are:

- Create, host and partner on a series of workshops, panel discussions and events for young people to engage with political stakeholders and provide opportunities to explore the skills needed to take action on Project Us, 1 Planet 4 All and Concern's work including climate, the SDGs, hunger and ODA.
- Present a menu of actions and opportunities through Concern and partners for young people to participate in.
- Deliver workshops and events on climate, SDG, the importance of ODA, activism and Concern's work overseas.
- Organise workshops or sponsored panels at events or festivals, independently as Concern or in partnership.
- Create targeted opportunities through calls to action (CTA) for young people to show their support or express their views on Concern's core issues. Use Concern's relationships with political stakeholders to deliver these messages to call for change.
- Through the Youth Climate Ambassador Programme participate in public discussions, engage with decision-makers and other relevant spaces around climate policies.
- Project Us action with relevant SDG political experts that allows young people and decision maker's discussion space.
- Deliver collaborative outputs across social media channels, newsletters and other communications.

GOAL 2

Deepen engagement with political stakeholders and targets



The objective of this goal is to create and build on existing relationships with political stakeholders* at an Irish, European and International level.

To help us bridge political engagement and youth participation, we must create and build on existing relationships with political stakeholders* at an Irish, European and International level. This is important to promote Concern's work, the impact of our efforts and the challenges of working in fragile and conflict-affected contexts, and ensure it is actively on the radar of political stakeholders. In turn, these efforts will contribute to strengthening the working relationship between Concern and political stakeholders to help facilitate enhanced information sharing, event access and the development of beneficial opportunities.

*Political stakeholders refer to elected officials and representatives as well as political and diplomatic staff.



The actions needed to achieve this goal include:

- Stakeholder mapping; building on the Advocacy stakeholder map, and existing relationships between political stakeholders with Project Us, One Planet 4 All, and hunger campaigns stakeholder mapping will allow us to identify those who can help enhance youth political engagement and mobilization.
- Work with the Advocacy team, the CEOs office, International Programme Department (IPD) to deliver timely and key briefings and messaging on Concern's key issues hunger, conflict, climate, SDGs and ODA (independently and in partnership).
- Identify opportunities as they arise (planned and opportunistic) for calls to action (CTAs), or campaign asks for political figures such as signing petitions, posting Concern campaign content, messaging, and events to social media.
- Provide relevant updates from campaigns to political stakeholders on Concern activities and asking them to promote campaign workshops and events.
- Direct participation and interaction by political stakeholder in Concern campaigns, programmes, events and talks.
- Monitor campaigns impact – for example - Political stakeholders post or share campaign content to their social media and newsletters. Concern increases engagement either individually or in coalition of political events such as Oireachtas Committees, briefings, and Ard Fheiseanna in our own capacity or with partners.

GOAL 3

Increase youth engagement through Concern's partnerships and networks in the Global North & Global South



The objective of this goal is:

To increase our ability to educate, empower and equip youth with the knowledge and tools needed to undertake political engagement, by supporting and strengthening existing connections and establish new partnerships.



The actions needed to achieve this goal are:

- Strategic collaboration with existing and new partners to deliver on political engagement opportunities, including attending political events, campaigning on key issues and engaging with relevant stakeholders to promote Concern campaigns.
- Working with youth organisations and programmes to drive the Global Citizenship strategy and promote Concern's work.
- Work with overseas organisations and Concern country programmes to ensure voices of youth in the Global South are given a platform and have the space to engage with Irish young people, decision-makers, and community and youth groups.
- Cocreate opportunities, campaigns, events, and trainings with partner groups in the Global South.
- Increase our strategic partnerships between the Global Citizenship team and external organisations.
- Create up to three partnerships with organisations in the Global South by 2025.

GOAL 4

Strengthen internal collaboration across the whole of Concern to ensure political engagement and networking with political actors and policy makers is coherent and strategic.



The objective of this goal is:

To progress internal collaboration across all of Concern to enable informed youth political engagement and mobilisation.

Existing partnerships with Advocacy and Communications colleagues are vital to creating calls to action, campaign moments, content development and creation, briefings, information sharing and providing training.



The actions needed to achieve this goal are:

- Ensure all directorates within Concern (SAL, Comms, Development & Fundraising, IPD/country programmes,) are aware of Global Citizenship campaigns to enable collaboration opportunities and ensure our work reflects Concern's most up to date information.
- Continuously gather examples of Concern's work to equip young people to speak about global issues as a source of inspiration or motivation to take action to impact the world around them- including reaching out to decision makers.
- Identify opportunities to create and promote content on social media and existing Concern newsletters and communications.
- Work with the Web team and where required, external providers to create engaging content that provides insights into key issues of conflict, hunger, climate, SDGs and ODA.
- Work with colleagues across Concern to identify positive and uplifting examples of Concern's work in relation to hunger, conflict, climate and the SDGs.
- Encourage and support colleagues across Concern to deliver workshops, training and talks as part of campaign activities.



Risks & Assumptions

- A crowded space and competition for the attention of youth.
- High demand on politicians to engage with public initiatives.
- Political priorities and political timelines are changeable and outside of our control.
- Campaign actions could be perceived negatively by political groups or media.

CONCERN
worldwide

ENDING
EXTREME POVERTY
WHATEVER
IT TAKES