



Partnerships pack

Global Action Plan has launched **Transform Our World**, a new online hub of free, practical, curriculum-linked resources and programmes from a range of organisations to help teachers empower students to think globally and act locally.

The range of high quality, low prep activities and projects is teacher-reviewed and tested, to ensure it is as easy as possible for teachers to bring impactful opportunities for environmental action into the classroom.

Transform Our World's (TOW) success depends on providing the highest quality and highest impact opportunities, support and resources for teachers guiding environmental youth social action in their school communities.

It is not a route to advertise or push organisational agendas on teachers and as such all opportunities, content and messaging need to align to what teachers are calling for to support them.

Both before and after the site's launch, Global Action Plan will be working with a teacher design committee to agree and iteratively test and refine how teachers' needs are met through the site: from transparent processes, to identifying the highest quality opportunities, to showcasing stories of best practice.

<https://www.transform-our-world.org/>

Who to contact with questions

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Information for an opportunity provider

Who are opportunity providers? Organisations with expertise and opportunities to support teachers and students to lead environmental action. They are core catalysts powering the environmental movement and have content, events, experiences, tools and routes to action that will be showcased to teachers through Transform Our World.

Opportunity providers include: environmental charities, youth-facing organisations, content publishers and providers of training or CPD that equip teachers to better lead environmental action.

The following are ways in which TOW would like to work with opportunity providers. Please do suggest alternative ways to get involved and collaborate:

- 1. Do you support this mission statement?** The following statement will have its own page on the TOW site and our aim is for organisations we will be working with to put their support behind this statement publicly on the site (with a logo). Let us know if you are happy to put your organisation's support behind this statement on the website.

A call to Transform Our World

We're in a state of emergency. Unprecedented levels of collective change are needed if we are to avoid the collapse of our living world.

Young people in their millions are calling for immediate action to tackle the root causes of the climate breakdown and biodiversity loss. Educators tell us they feel huge pressure to prepare young people to respond to this concern and yet report very little confidence, or available training and support, to do so.

Educators play a pivotal role in encouraging young people to lead impactful projects that benefit their friends, family and local area, as well as the wider world.

Supported by the #iwill Campaign, we acknowledge that this recognition must be accompanied by the required support, tools and inspiration. We pledge to come together to provide this.

If you support it, go to step 2!

2. Do you have resources, opportunities, programmes that help young people tackle the root causes of climate breakdown and/or biodiversity loss?

We would love to feature your:

- *Programme* (multiple activities, longer term) that is complementary to the National Curriculum **and/or**;
- *Resource* (one-off, standalone activity)

If you have one or more of the above, check that they match the Transform Our World criteria set by teachers as follows:

Resources, programmes, events and/or experiences to support young people to tackle the climate breakdown and/or biodiversity loss; **and/or** teacher training or CPD to improve confidence and ability in supporting youth environmental action. These resources must:

- Be offered in England at minimum
- Be free at entry-level
- Have clear links to the National Curriculum and/or educational frameworks
- Have a route for environmental impact measurement

Once identified, teachers in the design committee will review and rate the resources and programmes to be featured on TOW. In consultation, teachers reported the following categories of information as being key to their understanding of how easy, practical and effective an opportunity is:

- Clear age range
- Links to Subjects
- Links to the National Curriculum/Exam Syllabus/ other educational frameworks
- Links to Fundamental British Values
- Differentiation
- Develops soft skills
- Offers practical activities
- Covers both local and global perspectives
- Provides whole school engagement opportunities
- Is free at point of access
- Is fully-resourced

As a result, teachers in the design committee have created review and rating criteria, below, that they will use to ensure all opportunities are rated and reviewed consistently:

1. **Student leadership:** opportunities for young people to lead (rated 0-5, where 0 is no opportunities to lead and 5 is entirely student-led).

2. **Global Goals:** which of the UN Sustainable Development Goals the resource or programme links to, and/or supports.
3. **Impact:** If the resource or programme resource has measurable environmental impact (rated 0 – 5, where 0 is no impact and 5 is significant, measurable impact) *NB:* a cross sector committee of organisations specialising in the creation of youth, social and environmental action programmes will be further developing the TOW definition and scope of 'Impact' to enable better assessment of this specific criterion.
4. **Practical action:** opportunities for practical action (rated 0 – 5, where 0 is no opportunities for practical action and 5 is entirely practical).

Continued input from an evolving teacher design committee, in addition to live teacher feedback and review, will shape reviews and ratings on the hub.

We are currently working with trusted education sector bodies to ensure there is an external, independent marker of high-quality assurance for the resources and programmes.

Once you have agreed terms and conditions with Global Action Plan ([referenced here](#)) regarding your programme/ resource being featured on TOW, and provided completed forms, we will upload the content for teachers to navigate in ways detailed on the next page.



Teacher journey to your content on Transform Our World

Featuring your programme

Teacher journey to an opportunity provider programme on the TOW website in Phase 1:

1. Users on the TOW website click on a programme tile box that has an image and short description linked to the programme page.
2. This leads to a programme-specific 'about' page:

level 1 - completed form for 'About programme' page (word limited) this will include a banner and one or two images and/or video and/or quote, plus design committee rating checklist and external link to the partner website

level 2 – follow through to partner website to access programme

Showcasing your resource on TOW's top resource lists

Teacher journey to a handpicked and teacher-reviewed partner resource on TOW website in Phase 1:

- Click on small or large tile, that has a teacher review next to it, that once clicked takes you to an external partner website page where teachers can sign in and/or download the resource.

The first four resource lists launching on September 20th are:

- Outdoor Learning
- Local Community
- STEM
- Environmental Sustainable Development Goals



What we need from you, content-wise:

Content	Media required
For a programme: <i>Pages 2-3 of Programme Form</i>	<ul style="list-style-type: none"> ✓ A high-resolution logo (<i>png, jpeg, eps</i>) ✓ A banner image (<i>ideally 1100x350 pixels, png, jpeg or eps</i>) ✓ Programme image, quote or video
For a resource: <i>Page 2 of Resource Form</i>	<ul style="list-style-type: none"> ✓ A high-resolution image (<i>png, jpeg, eps</i>)
Additional Content	
Your organisation's profile <i>Last page of above forms</i>	<ul style="list-style-type: none"> ✓ High-resolution logos (both standard and white out versions) (<i>png, jpeg, eps</i>)
<i>Optional: A case study, answering: "What's the most inspiring story you have heard of young people having a positive impact on their environment?"</i>	<ul style="list-style-type: none"> ✓ A banner image (<i>ideally 1100x350 pixels, png, jpeg or eps</i>) ✓ Optional: video link

If you are not sure whether your content fits into the programme or resource category, get in touch with [Adriana](#) to have a chat.



Terms and conditions of featuring content on Transform Our World

The following are working terms and conditions, drawn up to help Global Action Plan and TOW opportunity providers to work as openly and collaboratively as possible.

a. Data capture

To access resources and 'favourite' them, teachers will need to log into the site. They will be able to go directly to Global Action Plan programmes without logging in, though partner organisations programmes may require teachers to register a separate account with them.

To register and log into TOW, we will be asking for the teacher's:

- Name
- Email address
- School name (optional)
- School postcode (optional)

Before favouriting or downloading a resource, teachers will be able to preview a heading, an image and a short description. Resources will be a mix of external links and materials hosted directly by TOW.

In terms of data capture, we will be able to record the types of visitors (e.g. head teachers, teachers; secondary and primary) and how many; whereabouts in the country they are visiting from, visitor numbers to areas of the site and resource downloads. However, this data capture will depend on how users access the internet and can be unreliable at small-scale.

Teachers are able to complete baseline surveys on values and current levels of environmental action in their schools through a link in their TOW welcome emails. We will also be able to collect any information voluntarily provided through this survey.

More detailed information on the teachers will develop as we enter Phase 2 of TOW and develop a teacher community area of the site where teachers can complete more detailed profiles and communicate with one another.

With further development of the website over the coming months, we will be exploring new ways of capturing data to more effectively segment users who have completed actions on TOW.

b. Data sharing

Global Action Plan may share aggregated data (for example, 20 teachers in Essex have used this resource, but no further identifying data than those) with opportunity providers.

Data sharing may be different in Phase 2 of data capture with the launch of the teachers' community, TOW's terms and conditions should reflect this coming change.

TOW users will be directed to opportunity provider sites to access resources/programmes/opportunities. This means that user data may be captured at those sites. The website will highlight when people are leaving pages hosted by Transform our World to try to make it clear that they are entering an external opportunity provider's site.

To drive and build on TOW's collective impact created by the environment sector, educators, and young people, we need to refine TOW's messaging based on insights collected, get feedback and report reach and impact. To achieve this collective impact, it is recommended that opportunity providers share GDPR-conforming data on TOW user traffic with Global Action Plan.

- We don't want to be prescriptive but here are some potential options for how to capture these user traffic data:
 - Create a question box for users on your site that says, "How did you hear about our programme?" – with a few drop-down options, including "from the Transform Our World site";
 - Set up a specific URL sign up for traffic from TOW to your site;
 - Track traffic using Google Analytics;
 - Use a code system (e.g. "Enter a pre-given code here if you have a TOW referral relationship").
- How to share user traffic data: We are open to finding the best way that suits both parties to share/receive these data.
- How often to share it: We recommend sharing these data with Global Action Plan quarterly in the first year, and then annually for the duration of the TOW partnership
- How are we going to use it: to inform how TOW is shaped, to be as impactful as possible.

N.B. For case studies and photos to show collective action that will be featured on TOW, opportunity providers may need to add "for use by Transform our World (managed by Global Action Plan)" or similar, relevant wording to pre-populated photo permission slips.

c. Shared impact

In an ideal world, TOW would like to get to a stage of sharing its impact with opportunity providers, and vice versa. Changes in resource use, behaviour change, reach touchpoints, engaged touchpoints etc. can be based on standard, shared conversion factors. We are keen to explore how this might work with opportunity providers.

d. Reviewing of resources and programmes

TOW's rating system has been developed by teachers to make sure opportunities are as easy, effective and exciting as possible. All resources and programmes will be rated and reviewed by teachers using these criteria before being featured on the hub. Once resources have been rated, opportunity providers can decide whether to continue to have their opportunity rated or not on the site.

For organisations who have not agreed terms and conditions with TOW but still may want their resource or programme to be featured on its database, please create a profile on the Global Dimension database which will, in Phase 2, become an integrated part of TOW, allowing thousands of teachers to search for it <https://globaldimension.org.uk/>.

The first phase of Transform Our World

There will be continual updates to the web design and functionality based on user feedback and interaction. We will need to revisit the terms and conditions agreed for the first phase of TOW with partners to ensure these continue to be fit for purpose.

These changes are likely to include:

- Data capture and sharing;
- Filtering and search functions;
- Rating functionality;
- Teacher profile pages accessed via personal logins, as well as associated whole class accessibility;
- An online teacher community.

3. Hook into monthly or seasonal themes, and shape these with us:

Responding to the initial six months of monthly and seasonal themes detailed in the table below, opportunity providers can share the content, training and/or communication angles that are relevant to them.

Month	Monthly Theme		Seasonal Theme
	TOW	#iwill campaign	
SEPTEMBER	Climate action	Back to School, Back to Action	Planting the Seed
OCTOBER	Goals and Values	Diversity (Black History Month)	
NOVEMBER	#iwill Week	#iwill Week	
DECEMBER	Consumption at Christmas	Community at Christmas	
JANUARY	Out with the old, in with the new	Challenges for the new year	Renewal
FEBRUARY	Sharing The Love	(Social action valentine)	
MARCH		Gender Equality	
APRIL	New energy comes with the Spring		Energy
MAY			
JUNE	Celebration, reflection and next steps	The Big Lunch	Coming to fruition
JULY			
AUGUST			

We will then update resource lists and programmes on TOW to reflect the monthly and seasonal themes with input from opportunity providers on an iterative basis, month-to-month, week-to-week.

Global Action Plan is an environmental charity that makes connections between what's good for people and good for the planet. We're the people behind Clean Air Day, the UK's largest air pollution campaign. We work with young people to tackle the forces that push us to consume ever more stuff, harming both our, and the planet's, wellbeing. We also support young people to create a sustainable future through programmes such as Transform Our World and award-winning, global Water Explorer.



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