

Leaders of now

The #iwill Ambassador story

Inside:

- + The growth of an Ambassador programme
- + Lessons from the young people making a difference
- + Stories from the #iwill Ambassadors themselves

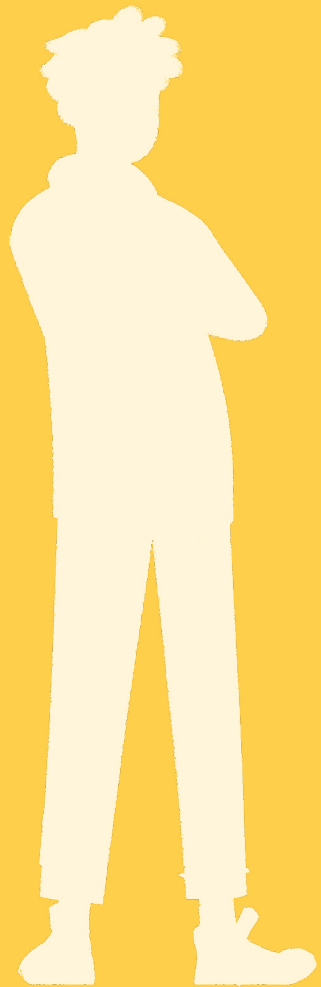


UNIVERSITY OF
BIRMINGHAM



THE JUBILEE CENTRE
FOR CHARACTER & VIRTUES

#iwill



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Introduction

#iwill Ambassador Claire Muhlawako-Madzura Age 16



When I first met up with all the other #iwill Ambassadors in Birmingham in 2019, I felt empowered to be part of such a great community of people who were all involved in social action. It's a fire that still burns brightly through me now.

Since then, some of the best moments have been seeing other Ambassadors shine, such as when Jonelle Awomoyi spoke at an event celebrating 75 years of the United Nations.

This year, lockdown has given me more time to focus on my social action, including working on the Lonely Not Alone campaign with the Coop Foundation, working with #iwill on Black Lives Matter, and talking to the Premier League about how to tackle racism in football. I even got the chance to work with Unicef.

Overall, the #iwill experience has definitely changed me. It's shown me that there are no limits when people come together and work towards a common goal.

I've learned more about myself and my core values too. I've discovered the importance of equity, rather than equality, and have learned from other Ambassadors' stories of ableism, racism and discrimination of every type.

When you get involved with youth social action, you're not just talking for yourself. You're representing people whose voices haven't been heard before. You're shaping the world you want to live in and you're shaping the future.

Young people are innovators, our minds are filled with hope and vision for the change that we want to see in the world. We are ready to step up to the challenge of being that change for our society.

We know that things won't change overnight. But youth social action helps us develop ourselves so that when we're in positions of power, we'll be ready to make the right decisions.

#iwill has been a wild journey and I'm so happy I've been able to experience it. I've grown up so much because of the team's commitment to supporting us as Ambassadors. I can't imagine who I would be without the #iwill campaign.

Dr Rania Marandos CEO of Step Up To Serve, the charity which coordinates the #iwill Campaign



It's impossible to put into words the deep and wide-ranging contribution of #iwill Ambassadors to their communities, the #iwill campaign and UK society. When we brought our first 50 Ambassadors together in 2014, it was to celebrate that children and young people from all backgrounds are leading positive change now all across the UK.

Since then, our 300 #iwill Ambassadors have embodied the #iwill campaign's values of diversity and inclusion. Their social action journeys make up a bright tapestry of stories, with the causes they support wide-ranging and their personal experiences vastly different. What they all share is a passion for positive change and a desire to inspire other children and young people with the belief that they too can make a difference.

Over time, #iwill Ambassadors have increasingly shaped the #iwill campaign. They've joined our governance structures in much greater numbers. They've welcomed me to their social action projects, challenged my thinking in one-to-one meetings, and joined me at events and on stages.

In just this last year, Ambassadors have helped to shape a renewed vision for #iwill beyond 2020 and created The Power of Youth [Charter](#) that is challenging organisations from all sectors to think differently about how they work with young people. They have contributed so much to our work this year, despite the tumult of a pandemic which has touched all our lives.

Reflecting on my regular conversations with #iwill Ambassadors, I [wrote](#) last year about

the challenges young people have shared with me: daily prejudices, blatant racism, the dismissal of their views and ideas, uncertainty about the future. Covid-19 has exacerbated all of these. Yet, #iwill Ambassadors and Champions are still brimming with a sense of possibility and the energy to shape a future that is better for all.

Over the years, I've seen young people shift strategies, command a room full of leaders, and challenge the status quo with courage and grace. I've seen young people demonstrate to their communities that when they're truly heard and supported as equal partners, they can be part of the solutions to our most pressing societal and environmental problems.

Both as a campaign and personally, it has been an enormous privilege to work with our Ambassadors, and to see them grow and develop in their own spheres. They have given us a different perspective, inspiration and hope, when we have most needed it.

Professor James Arthur OBE
Director of the Jubilee Centre
for Character and Virtues

The Jubilee Centre for Character and Virtues is delighted to have been the academic partner to the #iwill campaign since its inception in 2013, supporting and sponsoring the #iwill Ambassadors programme. It is a vitally important programme that has celebrated some exceptional young people for their social action achievements. Each Ambassador, despite their varied stories, is an exemplar for others to aspire to and learn from in achieving meaningful and impactful social action.

We have enjoyed celebrating the achievements of all 300 Ambassadors over the past 7 years through sponsoring the Ambassadors events and celebrating their character development. I have met all of the 300 Ambassadors over the years, and continue to be inspired by them as hugely impressive young people with a wealth of character strengths.

It was during a consultation at Windsor Castle in 2014 that we discussed the importance of articulating the “double benefit” of engaging in meaningful youth social action and developing character. This term, the “double benefit” seemed to capture the importance of both meaningful social action and the benefit to the end user, or recipient, and the importance of being able to reflect on one’s own character development. Our research has shown that where this is done by young people and by social action providers in a planned and meaningful manner, then the double benefit is maximised and young people feel that their contributions and actions are more valued.



The contributions that Ambassadors have made to the #iwill campaign beyond the initial social action that they were celebrated for demonstrate the continued commitment to social action and service that Ambassadors have developed. This is reflected in the interviews that my colleagues from the Jubilee Centre have conducted with Ambassadors and are reflected in this publication.

Our partnership with Step Up To Serve has had an enormous impact on me personally, as well as on the work of the Jubilee Centre in terms of understanding youth social action, how it develops character, and the place of service as a civic virtue. I congratulate all 300 Ambassadors, and encourage those thinking of adopting similar programmes to embed the double benefit at the heart of their work.



Being an Ambassador adds fuel to the fire that is my desire to make change. It adds confidence to me knowing that I am backed by an organisation that wants to hear what I want to say.

Yetunde, 18
Environmental campaigner

Growth of the Ambassador programme

All children and young people should be supported and empowered to make a positive difference on the issues that affect their lives, their communities, and broader society. Over the last seven years, the #iwill Ambassadors have done just this. They have given speeches, led workshops, reached out to their peers, challenged Chief Executives and spoken directly to government leaders. They have told their stories in all kinds of ways - from blogs and Twitter takeovers to working directly with the media.

Their common goal has been to change the way that young people are seen in the UK. To demonstrate that young people are neither powerless nor to blame for society's ills, as they are too often stereotyped. To show instead that young people are passionate and capable, aware of the challenges facing our society and determined to do something about it. To spread the word that whilst young leaders like Greta Thunberg or Malala Yousafzai are remarkable, they should not have to be an exception. That, with support and commitment from schools, organisations and wider society, every young person has the potential to make a difference and contribute to positive change.

How it all began

The #iwill campaign launched in November 2013, aiming to make social action part of life for all young people. One of the campaign's aims was to highlight the value of young people to society, seeing young people as part of the solution to the challenges we face, rather than the problem.

●●
YOUNG PEOPLE ARE PART OF SOCIETY. WE DESERVE TO BE HEARD BECAUSE WE ARE HERE AND WE EXIST IN THE PRESENT. WE'RE NOT JUST THE FUTURE AND THE DECISIONS MADE IN THE UK TODAY AFFECT YOUNG PEOPLE TODAY.

Cian, 20



The #iwill campaign was built on a collective impact model. We recognised that embedding social action in children and young people's lives needed the support of all sectors of society - from businesses, to schools, universities, charities, government, public services and funders.

We learnt early on that the main challenge wasn't that young people weren't interested in social action, but that opportunities to participate weren't always available, accessible or engaging - it was organisations that had to change. We also realised that this message was best conveyed to partners by young people themselves. Our Ambassador programme was therefore designed to share real life stories of youth social action and celebrate what young people are capable of when they have the support and opportunity.

So, in 2014, we recruited the first cohort of #iwill Ambassadors, with support from The Jubilee Centre for Character and Virtues at The University of Birmingham, who have funded the Ambassador programme throughout the last seven years. Working closely with our partners, 50 inspiring young people from across the UK - from the age of 10-20, of all backgrounds and interests - were invited to become Ambassadors and help us show what social action could look like in all its forms. Each year we've recruited another 50 Ambassadors, and now, in 2020, we're proud to have helped grow the #iwill Ambassador community to 300 young people.

In addition, in November 2019 we launched the opportunity for any young person passionate about social action to become an #iwill Champion, enabling them to find out about new opportunities and take part in campaigning activities. So far, another 300 young people have signed up to be #iwill Champions.

Introducing the Ambassadors

Our Ambassadors have led change and championed causes in communities across the country.

Some of our Ambassadors are campaigners, dedicated to ramping up the noise and pushing for change. Sisters Ella and Amy, 15 and 17, founded Kids Against Plastic to bring





YOUNG PEOPLE ARE PAVING THE WAY AND LEADING IN CREATING CHANGE. EVERY DAY YOUNG PEOPLE ARE BUILDING THEIR COMMUNITIES AND SPEAKING OUT ABOUT ISSUES THEY CARE ABOUT.

Victoria, 20



together schools, businesses and charities to tackle plastic pollution. Some are volunteers, passionate about local issues, with strong roots in their communities - like Ethan, 21, who coaches football and delivers sessions on substance misuse and mental health in Glasgow. Some are at the heart of decision making in charities and public services, sitting on councils and boards, making decisions or allocating funds, as Ray, 22, has done as Board Member for the East Suffolk Partnership, overseeing a £50,000 fund for local young people.

Many of our younger Ambassadors have only just started their journeys, taking action with their family or through school. Paige, 13, decided to take action when she saw that girls were being excluded from traditional "boys'" sports, campaigning for a girls' rugby team and for non-gendered uniforms at her school. Many older Ambassadors, some of whom are now in their mid-twenties, have taken their passion for social change to the very heart of their careers, setting up their own organisations. Saeed, 24, founded Xplode Magazine and the charity Youth Leads to tackle negative stereotypes about young people and provide opportunity

for young people in Bolton to have their voices heard. He's since been made Deputy Lieutenant of Greater Manchester and a Social Mobility Commissioner.

Ambassadors are often inspired to take action on issues they've faced themselves. Kay, 19, won a BBC Young Reporter gold award for [sharing her story](#) of how hospitalisation for mental health problems motivated her to volunteer with Bristol Royal Infirmary. Whilst Ambassadors find their social action to be a positive and fulfilling experience, it often is motivated by a sense of frustration and injustice, particularly around the treatment of young people by society.

What does being an Ambassador involve?

For the 50 young people who have become #iwill Ambassadors each year, this has involved:

- Sharing their story to reflect on their own personal and character development, and to inspire others, with a case study featured on the #iwill website
- Attending a national event where they are welcomed and are able meet the wider network of Ambassadors
- Promoting youth voice and the importance of having young people around every decision making table
- Receiving invitations to join events and meetings, to write blogs, to speak on platforms to represent the #iwill campaign, as well as feed into government policy making
- Helping to shape the strategy of the #iwill campaign by sharing their thoughts on its future

- Having opportunities to Chair and sit on Steering Groups and Advisory Groups and to apply for positions on the Trustee Board when 18+

Charlotte Hill, Former CEO of Step Up To Serve:

"Working alongside the #iwill Ambassadors has always been one of my favourite parts of the #iwill campaign. There have been so many times when I have sat alongside them on a panel or watched them host an event or speak at a meeting and they have completely blown everyone in the room away - and changed their opinions of what young people are capable of.

"I remember being with a very senior group of decision makers at DEFRA and the #iwill Ambassador's input changed the direction of travel of a significant piece of policy around the Year of Green Action. Or being at a Business in the Community conference and a whole room of business leaders having a real light-bulb moment after hearing a young person's perspective.

Working alongside the #iwill Ambassadors gives me so much energy to take on the big challenges we all have to tackle. If you want innovation, energy, enthusiasm, new ideas, fresh thinking and also fun and laughter in your workplace, then involve young people."

300

Ambassadors from across the UK have been celebrated.



NCS Trust

A close #iwill partner is the NCS Trust, which provides social action opportunities to tens of thousands of young people as part of its summer activities programmes and residential. NCS currently sits on the Back Youth Alliance (BYA), a CEO level group of youth organisations and young representatives which meets regularly to collaborate and share learnings.

Mark Gifford, Chief Executive Officer, reflects that "In March 2020 I arrived as a newcomer to the youth sector, excited at the opportunity to lead NCS into its second decade. Within weeks the impact of coronavirus changed the way we all live, with devastating effects on young people in particular. But it has also provided a context in which the true power of youth has been unleashed, and we have seen young people demonstrate resilience, confidence and commitment in their support to each other and the communities around them.

At NCS we could not have pivoted without young people sharing their lived experience to help design our adapted services. As a member of the BYA I have been privileged to work with and listen to #iwill Ambassadors since my first month at NCS - seeing their leadership and the value of having them fully participate has been critical in shaping my approach to leading in the youth sector and beyond."

CASE STUDY

Ambassadors leading change

In being part of the #iwill Ambassadors programme, young people have made a significant difference to those around them, whilst also enhancing their own lives. We see this “double benefit” in all great youth social action experiences:

Impacts on others

– Organisations gain a different perspective that can shift their way of thinking and open up new ways of working

– Young people make a positive difference to a community or cause, improving communities and people’s lives

Impacts on young people

– Young people develop their character and confidence, skills and networks



THE GREATEST BENEFIT FROM RUNNING MY SCHOOL ECO GROUP IS WITNESSING A HUGE INCREASE IN THE STUDENTS’ KNOWLEDGE AND EMPATHY FOR THE NATURAL WORLD, AND THE FRIENDSHIPS I HAVE GAINED...

Dara, 16



The power of youth voice

Organisations of all kinds have benefitted from involving Ambassadors in their work. In recent years, promoting youth voice has been central to the purpose of the #iwill Ambassador initiative. Youth voice covers a whole range of values and activities, but is broadly focused on the belief that children and young people deserve an active role informing the conversations and shaping the decisions that will affect their lives and futures. Ambassadors have played an increasingly active role as decision makers in the #iwill campaign and at our partner organisations.

Through these opportunities, Ambassadors have been able to advocate for change – creating more, better and fairer opportunities for young people to take action and have their voices heard. They have inspired others through their passion and commitment, shared their unique perspectives and influenced decision making.

In 2020, over half (59%) of #iwill partners told us they had interacted with #iwill Ambassadors. Of these, 62% agreed that Ambassadors improved their organisation’s understanding of what it means to be a young person today, and almost half (47%) said that Ambassadors had given them a greater understanding of how they might grow or improve the youth social action opportunities they offer.

In their interviews with Ambassadors, Jubilee Centre researchers found that Ambassadors connected #iwill’s tagline “the Power of Youth” with a need to recognise the validity of the lived experience of young people, and the importance of including their voices in decision-making. When taking the survey, 92% of respondents agreed with the statement “When I share my perspectives or ideas, they are respected and I am listened to”, with 78% “agreeing strongly”.

Supporting communities and charities

We’ve seen countless examples of how our partner charities have listened to what young people have to say and shaped their work in response. At the Liverpool Football Club (LFC) Foundation, they worked closely with local #iwill Ambassador Milo, a campaigner and advocate for young people in care. Milo has provided direct support to the programme in a variety of ways, from inspiring new members of staff through discussions of his personal social action journey, and demonstrating to the staff how young people really do have the power to make significant



...AS A YOUNG AUTISTIC PERSON WHO WAS PREVIOUSLY ISOLATED DUE TO MY LOVE FOR NATURE, I VALUE BOTH OF THESE BEYOND ANY HIGH-PROFILE OPPORTUNITIES WHICH I HAVE BEEN GIVEN IN MY CAPACITY AS AN ACTIVIST.”

Dara, 16



lasting change. He informed programme strategy through attending key stakeholder consultation meetings. LFC Foundation worked with Milo to record a video telling his story, demonstrating how young people have the power to affect change now, which has been used to inspire staff and other young people.

Alex Jones, social action programme lead at LFC Foundation, said “Milo has been brilliant! Milo has been such a valuable



YouthVIP - Scotland

In 2018, #iwill Ambassadors Rachael, Katrina and Cian joined a national youth volunteering design team in partnership with Young Scot and Project Scotland - the [Youth Volunteering Innovation Project](#) (YouthVIP). They've since developed 13 recommendations for the Scottish Government to encourage more young people to volunteer and to improve young people's experience of volunteering. The Scottish Government has accepted all their recommendations.

Aileen Campbell MSP, Cabinet Secretary for Communities and Local Government, said: "It is clear from [the young people's] recommendations that as well as knowing about the many benefits of volunteering [they] brought great insight into the challenges and barriers that are preventing more people from getting involved."

#iwill Ambassador, **Rachael**, 21 said: "The Launch of the YouthVIP report was a real turning point in showcasing to government and decision makers the impact youth voice can have across society, and especially on volunteering and social action!"

asset to the programme, and a credit to the #iwill campaign. We are so thankful for Milo's continued support, advice and guidance. Milo has provided us with essential insights into the importance of youth voice and made a significant contribution to showcasing the power of youth. We very much look forward to continuing to work alongside Milo in the future."

At the #iwill campaign, we have also embedded young people in our governance structures. Combined with the insight we gained from young trustees on the board of Step Up To Serve, the charity coordinating the #iwill campaign, our connection to our Ambassadors has encouraged us to focus increasingly on youth voice, both in the priorities that we set for campaign partners and in our day to day work.

Some of our Ambassadors subsequently applied to be young trustees at Step Up To Serve. Out of our current three young trustees, two began as #iwill Ambassadors. Others co-chair our five Steering Groups - regular meetings where we bring together sector partners and leaders towards the goal of embedding youth social action in their organisations. In 2019, as the #iwill campaign approached the end of its initial phase, we began to work closely with Ambassadors on shaping our strategy for the future. This led to the creation of the #PowerOfYouth Charter, a set of meaningful commitments which organisations can make to empower young people, today and in the years to come.

Sir Nick Parker, Chair of Step Up To Serve reflects:

"The Step Up To Serve Board has pioneered the integration of young trustees into our decision-making. Their contributions both set the tone of our deliberations and provide insights which would otherwise be missed.

CASE STUDY

BEING AN AMBASSADOR SINCE 2014 HAS GIVEN ME THE BACKING TO PROMOTE SOCIAL ACTION TO OTHERS, AND ACKNOWLEDGMENT FROM KEY DECISION MAKERS IN MY LOCAL AREA.

Devan, 23

As one example of where they have shaped the direction of our work, powerful reflections by a young trustee at a Board meeting on the challenges of youth mental health completely transformed the way we approached the subject. Far from being a side issue, we understood its critical importance and gave it a priority that would not otherwise have been the case."

As **Dame Julia Cleverdon**, #iwill Co-founder and trustee, puts it:

"For me, what's come out of the #iwill campaign has been the realisation that the voice of young people is so critical. That's a change from where I was seven years ago, when I thought that it was just necessary to get them involved for all sorts of great things to happen. I now understand that we would be a much better society if we worked consciously in all the institutions of Britain to get young people at the heart of discussions and where possible, in decision making. In the future we might see the incredible #iwill Ambassadors that we have found, developed, supported and learned from stepping forward and taking on the future of this campaign."

Influencing government

Ambassadors have also made an impact on government policy. They have joined roundtable discussions and contributed to consultations, as well as lobbying governments to change their approach to the way they involve young people. **Lamide**, 22, was on a work shadowing placement with Dame Julia Cleverdon when she attended a meeting at the Department for Education to discuss setting up their Character Awards.

"As I was listening in on the conversation, I disagreed with some of the things said. So I spoke up and provided a balanced perspective from a young person's point of view. This meant that they changed their approach, and committed to involving young people directly in selecting the award-winning schools. This experience has taught me that I have a unique insight to bring to whatever table I find myself around and reminds me that my experiences are valid. This realisation has made me bolder, more confident and more reflective as I know that sharing my perspective is necessary to bring change."

Our Ambassadors have also helped demonstrate to governments what steps can be taken to better champion youth social action.

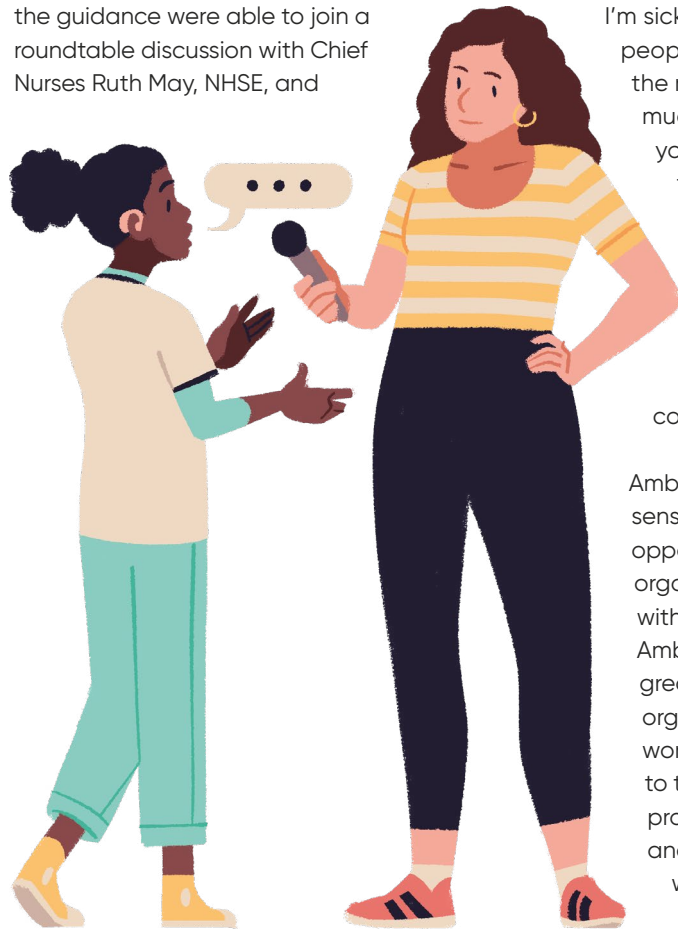
PODCAST

Listen to Dame Julia in conversation with the Jubilee Centre in their podcast '[Conversations on Character](#)', available on Spotify, where she reflects on the last seven years of the #iwill campaign.



More recently, throughout the Coronavirus pandemic of 2020, a group of #iwill Ambassadors and members of the NHS Youth Forum worked in close collaboration with Public Health England (PHE) and the Cabinet Office to edit and adapt the government guidance on social distancing and shielding for England to make a version for young people.

This meant adapting the language to make it more youth friendly and adding some new content more relevant for young people's lives, whilst working within the government's key messages and legal frameworks. The guidance also had to be regularly updated and adapted as the rules changed. The young people who contributed to the guidance were able to join a roundtable discussion with Chief Nurses Ruth May, NHSE, and



Professor Viv Bennet CBE, PHE, to share their concerns for young people's wellbeing during the pandemic, and their passion for the potential of young people to play an active role in promoting public health.

#iwill Ambassador **Dev**, 15, said: "I have been campaigning on issues of young people's health for several years now, but this project felt to me like one of the most meaningful examples of youth voice. We were able to make direct suggestions for how we thought things should change, and what was missing. If there were places where our ideas couldn't be followed through, this was properly explained and we were able to understand why.

"I'm sick of people blaming young people for apparently not following the rules, when actually not very much has been done to give young people the information they need. I think that our guidance helped PHE and the Cabinet Office see that young people do have different needs and that they deserve to be properly communicated with."

Ambassadors have a strong sense of benefit from the opportunities to connect with organisations and policy-makers, with 85% agreeing that being an Ambassador has given them a greater understanding of how organisations and/or government work. 84% of Ambassadors agree to the statement "I have met professionals and organisations and I think these relationships will be useful for my education, social action or career".



Being an Ambassador is one of the only roles where I've really been listened to and encouraged to do things I've never had the confidence to do, such as public speaking. I've had my voice heard and been given tools to make change.

Princess, 18
Inequality and environment campaigner

#iwill partners reflect

"I have been delighted to meet several #iwill Ambassadors during my time as Minister for Civil Society. I was lucky enough to attend the #iwill Ambassador event in Birmingham last year and was inspired by the young Ambassadors, who led discussions very skillfully, as well as performing a powerful and thought-provoking spoken word piece.

I am hugely grateful for the #iwill Ambassadors who sit on the DCMS Youth Steering Group, helping to inform our policy. I recently met several Ambassadors at a Youth Led Roundtable to gather young people's thoughts on volunteering policy - an important policy agenda for DCMS."

Baroness Diana Barran
Minister for Civil Society

"The #iwill Ambassadors are a great asset to the campaign. Whenever I hear them talk at a presentation or to the press, I'm struck by how naturally and powerfully they speak. They influence people to a much greater extent than they may realise. Listening to #iwill Ambassadors has also given me confidence in what our family Foundation is doing. It's made me realise that we care about many of the same issues and are closely aligned with their values.

The campaign should take credit for the way it's put young people at the centre of its thinking. It doesn't talk about them or speak on their behalf; it puts them in the rooms where decisions are made. By putting Ambassadors front and centre, there's a feeling of integrity at the heart of #iwill. It feels authentic because it is authentic."

Sir Trevor Pears CMG
Executive Chair, Pears Foundation

"I have been so impressed with the #iwill Ambassadors I have engaged with at the #iwill events or meetings. Whether speaking at Clarence House or presenting on Zoom, they have always made me stop and think. They are an excellent reminder to us all that young people are able to drive and lead positive change across society - and that events and meetings are all the more powerful when young people take the lead. At BBC Children In Need we have been inspired by this, and are committed to doing even more to share power with children and young people across our work."

Simon Antrobus
Chief Executive, Children In Need

"What is valuable about the #iwill Ambassador programme is that it has empowered young people to be Ambassadors for the 'power of youth' itself, with youth voice alongside youth social action. It has brought their passion for change under one banner, setting a youth-led agenda and treating all young people as equals regardless of age, background or geography. Whether they previously represented organisations or were one-person campaigners, they have found in #iwill a common cause that supported them to lead and shape a future."

James Cathcart
Former Chief Executive of The British Youth Council, founder of Young Voices Heard

"Scotland's #iwill Ambassadors have made a huge impact on our communities. This inspirational group has showcased the power of volunteering to their friends, peers and other young people. In doing so, they've encouraged countless others to take part in volunteering and reap the benefits of doing so. Volunteering is a fantastic way for young people to give back to their local area, whilst also developing skills and experience that will help them in their future lives. The #iwill Ambassadors demonstrate how we have no shortage of fantastic young people who are volunteering and making Scotland a stronger and happier place."

Louise Macdonald OBE
CEO, Young Scot

Being an Ambassador

As well as the impact Ambassadors have had on their communities and the organisations around them, they have felt the impact themselves – developing their networks, character and drive to continue to create change. They have shared their insights and reflections on this experience through interviews with Jubilee Centre researchers, a survey, and consultation sessions.

Being part of a community

Ambassadors value being part of a network, making friendships and collaborating with like-minded young people. Even before the Covid-19 pandemic, opportunities for #iwill Ambassadors to meet each other face-to-face were generally limited to our annual celebratory event, due to the UK-wide nature of the campaign. But that hasn't stopped the Ambassadors from becoming a community, and one that has only strengthened since the pandemic hit.

Ambassadors have welcomed the opportunity to be part of a unique community of support and inspiration. Many have been inspired, learned from and formed close friendships with each other, and Ambassadors particularly valued the chance to spend time together to socialise and exchange ideas. Several shared that discovering a community of peers countered a sense of isolation occasionally felt as a campaigner. This connection had allowed them to learn from others and recognise the limitations of working on one's own, which they felt were key aspects of being an Ambassador.

Online forums and regular news updates have always previously helped Ambassadors keep in touch – with each other as well as with the campaign and our partners – but when we moved to exclusively online meetings we found that Ambassadors of all ages and from all corners of the UK could connect as they never had before.

INTERVIEWS WITH AMBASSADORS

In September 2019, researchers from The Jubilee Centre for Character and Virtues interviewed fifteen #iwill Ambassadors to understand “What does it mean to be an Ambassador.” They asked a range of questions around what inspired Ambassadors to take action, what impact they felt they'd had, to what extent they had reflected on their character development, and their hopes for the future of youth social action.

Read the full Jubilee Centre findings [here](#). To hear directly from Ambassadors, check out this video: [“What has being an Ambassador meant to you?”](#)



Through working groups, creative brainstorming sessions, and more relaxed networking events, Ambassadors have been able to build relationships with each other and develop strong foundations for collaboration. Jubilee Centre researchers found that Ambassadors were rarely involved in just one kind of social action, and that meeting other young activists they had connected with through the campaign had inspired them to get involved in different kinds of social action for different causes.

By being able to link up their personal interests and activities with the wider aim of promoting youth social action, many shared they have felt connected to something “bigger” than themselves. In taking the survey, 81% of respondents agreed with the statement “By being an Ambassador I have met other young people that I will stay in touch with”.

Being a role model to others through storytelling and support

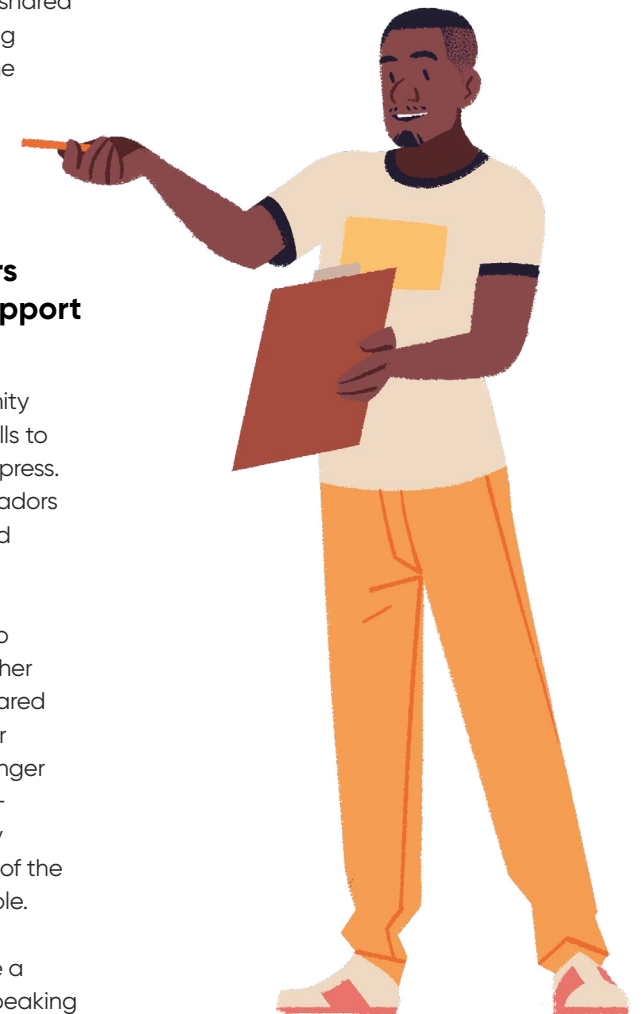
Since the start of the campaign, Ambassadors have had the opportunity to tell their stories – from assembly halls to boardrooms, conferences, and in the press. The stories of each cohort of Ambassadors are collected on the [#iwill website](#) and published annually.

Telling their stories has been central to helping Ambassadors reach out to other young people. Ambassadors have shared their pride in acting as a role model or inspiration to their peers or those younger than them. Young people from under-represented backgrounds particularly spoke about their sense of pride and of the significance of them holding such a role.

Lanai, 18: “I had the opportunity to be a judge at a High School for a public speaking

competition. I got to deliver my own speech to the group. There were two young black girls ... I remember not having an abundance of role models that looked like me to look up to in those times of need. It was really special to feel like, potentially, I had inspired these girls or been an example.”

Jubilee Centre researchers found that Ambassadors were tired of stereotypes of what “kind” of young people society generally expects to take part in social action, often associated with those of a higher class or income.



STRENGTHS

We asked Ambassadors to identify the character strengths they felt they had developed through their social action, from a list of 25 strengths provided by the Jubilee Centre. We defined character as “the specific aspects of who you are that help you to understand the world around you and to make a difference to others”.

The top five strengths chosen were:

1. Confidence: 62%
2. Community Awareness: 48%
3. Determination: 34%
4. Resilience: 33%
5. Compassion: 33%

●●

YOUTH SOCIAL ACTION HAS BUILT ME INTO THE PERSON I KNOW NOW. EVERYTHING I'VE DONE HAS BEEN TO THE BENEFIT OF OTHERS AND THE COMMUNITY, BUT THIS IN TURN HAS STOOD TO BUILD MYSELF EVEN FURTHER.

Kyle, 24



In reality, many Ambassadors have experienced significant personal challenges or structural barriers, from mental health and bullying to racism and growing up in areas of poverty, and feel that their social action provides a way to define themselves and shape their own path.

In their interviews, Ambassadors cited the wealth of opportunities to meet and hear from people different to themselves as a major benefit of social action; learning important lessons from others or feeling more connected to the world around them.

Developing character, skills, and career ambitions

Ambassadors have reflected meaningfully on their personal growth through social action, and express that this is something they really value. For many of them, they hadn't necessarily thought about this before they became an Ambassador. Being an Ambassador had therefore helped them reflect on what was important to them about developing their character.

The “double benefit” of social action was something that all Ambassadors could connect with their experience. They had impacted their communities and issues they were passionate about, and enhanced their own lives. For many young people, this character growth was deeply entwined with their sense of personal identity and their wellbeing, particularly where they had taken action on an issue they faced themselves.

Sophia, 19, has focussed much of her work and advocacy on improving mental health and eating disorder services for young people in Birmingham, drawing on her personal experiences. “I genuinely would not be as confident, determined and passionate as I am now without youth

CASE STUDIES



A platform in the press

In 2016, a partnership with Trinity Mirror saw Ambassador case studies regularly placed in regional press all over the country. Ambassadors Alvin, Dev, Abby and Dan have each told their story for the BBC Sounds podcast series '[We can change the world](#)' - a medium of storytelling that definitely wasn't on the cards back in 2013. Most recently, a partnership with the Daily Mirror on their Covid-19 lockdown [Next Gen Takeover](#) edition enabled Ambassadors to showcase their volunteering, interview experts and comment on broader social issues. In her 'Note from the editor', 14 year old Ambassador **Esther** wrote “Our voices need nurturing, we need a platform to speak up or we risk our voices being lost at this important time.”

Billie, 16: “I was given a great opportunity in the form of a blog, both for #iwill itself and then for [BBC Bitesize](#). [This] was then picked up by the Daily Mirror. This gave a wider audience on the impacts of food poverty.”



Luke

Luke, 22, began his journey as a volunteer youth leader with the Jewish Lads and Girls Brigade (JLGB), and now works full-time with KeshetUK, a support and education charity for young Jewish LGBT+ people.

“Social action has shaped my life in more ways than I ever could have possibly imagined but it all comes down to wanting to help others and make change for others. I went through a lot as a young person and to make others like me lead easier lives is the most natural thing in the world to want to do.

Being an Ambassador makes me feel like I'm making change and part of something. I didn't go to university and this provided me with so many experiences that others who had chosen a traditional university path never got. I will always be grateful for that.”

social action. It also plays a huge part in my own recovery. It gives me something to focus on, and something to look forward to, and helps me to stay well. I feel like I am worth something, like I have a purpose and a mission. Being an Ambassador for social action is a huge part of my life and my identity as a young person."

Sophia's experiences are echoed by Evie, 21, who has channelled their frustration at inadequate mental health services into activism. Evie says "It can be therapeutic to use your personal experiences to make really powerful change. It makes you feel like it's not been "all bad" if you can help someone else through what you've learned."

Ambassadors have shared that the experience has helped them to develop their knowledge and their skills, although this is part of a broader picture of their social action in enabling skills development. Taking the survey, 84% of respondents agreed with the statement "By being an Ambassador I have learned new skills or improved skills I already had."

Jubilee Centre researchers found that whilst Ambassadors saw these skills as being useful for their career development or social mobility, they were reluctant to be typecast as taking part in social action "only for the sake of their CV." In fact, in the Ambassador survey, 73% of Ambassadors reported that developing their character was a greater motivation for taking part in social action than "getting experience for my CV."



We all feel lost sometimes. Being an ambassador has been important to me because I knew I wasn't alone. Not only is there a lovely network of Ambassadors all experiencing similar things but also supportive understanding staff.

Jonelle, 21
Education, mental health
and equality campaigner

Learn from the #iwill Ambassadors

Creating meaningful youth voice opportunities

2020 marks the end of the first phase of the #iwill campaign as Step Up To Serve closes its doors as planned, but it's not the end for our #iwill Ambassadors. Over the past few years we've learnt so much from our Ambassadors about the powerful role young people can play in society and the importance of youth voice. The strong appetite for the #iwill Ambassador initiative to continue from young people and campaign partners means it will continue even after Step Up To Serve officially closes its doors.

We know from our work with partners that organisations of all sizes and sectors can benefit from working with young people in a meaningful way. If your organisation recognises the value of working with young people and is committed to promoting youth voice, we've gathered together some key values which Ambassadors think should guide you, questions for you to consider, and some practical tips to help make it happen.

The young people involved in shaping these tips have a host of experience across a range of organisations including: The Scouts Community Impact Group, The NHS

Youth Forum, Cardiff and Vale Health Youth Board, Youth Politics UK, The Mix, Youth For Change, Girlguiding Scotland and the DCMS Youth Voice Steering Group.

Where to start

Whether you are considering setting up ongoing youth voice opportunities or a short-term project, here are some tips to get to started:



Timings. The most straightforward step you can take to enable young people to participate is to host events and meetings outside of school and work hours. When turning around projects and opportunities, be flexible and understand that young people have other commitments – offer young people ways to participate in a project or discussion even if they weren't able to be there on the day. Young people can be super flexible, and are often keen to turn around content at the last minute, or attend an event at short notice – but this should always be voluntary, rather than an expectation.

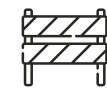


Add some space to the agenda. Always make space for introductions and for the cup of tea and chat at the beginning of a meeting.

Often, young people will share thoughts or insights here that they might not share in a "question and answer" discussion. If you are working on an intense project that involves lots of strategic thinking or high-level discussion, consider scheduling separate, more relaxed debrief sessions where young people can wind down a little.



Communicate clearly. No one likes to be thrown into deep water. Fully explain what an event or opportunity is about, and give young people the information they need so that they feel fully prepared. Cut the jargon as much as possible – it really excludes people from playing a meaningful role in discussions if you speak in abbreviations no one understands.



Remove physical barriers. If meeting in person, provide snacks, meals, and travel costs. If setting up a digital engagement project, consider whether you need to provide tablets or data cards so that young people aren't limited by what they have at home. In some cases, paying young people for their time may also be appropriate, or considering with them what sort of recognition and compensation for their time works for them (for young people who receive benefits, taking payment may complicate this).



Embrace the digital world. Whilst in-person events are great for making the memories that can drive meaningful relationships, 2020 has shown us that digital meetings work equally well as a low-effort way to bring people together. Don't feel that just because you can't bring young people together in person, it's not worth it. Instead, get creative about how digital technology can make opportunities more practical, accessible and flexible.



Create a welcoming space. If you are bringing young people together in conversation with professionals and decision makers, set the stage for young people's contributions to be welcomed. This can include bringing everyone down to earth with some ice breakers, reminders about avoiding jargon, or making sure that you come to young people first to answer questions.



Respect young people's right not to share. Young people are often upfront and honest and may be passionate about sharing the challenges they have faced and how this motivates them to push for change. However, young people should never be reduced to their struggles. Set clear principles that remind young people they don't have to answer questions they're not comfortable with, and that they can always talk in the general rather than the personal and specific. Ensure the young person has the support they need and that they are signposted to specialised support if necessary.



Safeguarding. As with any group, you need to ensure you have appropriate safeguards in place when working with young people, including the most appropriate contact with their parents or carers, necessary consent paperwork etc. There are lots of great check-lists out there you can use such as [this one](#) from the NSPCC.



Say thank you. Respect young people for sharing their time and energy with you – a quick thank you note goes a long way. If possible, be specific about what you have gained from their work or insight. In the long term, certificates or awards can also work well.

Questions to ask yourself

If you're serious about meaningfully engaging with youth voice, it can mean really shaking up how you currently work. Consider asking yourself, your team and your leadership some big questions.

Young people as equal partners:

There is a wide spectrum of youth voice, from engagement to co-creation to something being fully youth-led. Not every opportunity can be fully youth-led, and that's okay, but it is still important to consider how to avoid youth engagement that is trite or tokenistic.

How much independence are we giving young people to lead a project? Are we also providing them with sufficient support?

How can we set clear expectations from the beginning, including giving young people a realistic picture of how much decision making power they have?

Are we able to be honest about what is practical, and which ideas we can implement? Are we committed to feeding back to young people how their work is being taken forward?

Are we willing to break down hierarchies? Can we bring a young person and a senior leader together in a way that treats them as equal partners?

Do our young people feel comfortable challenging us, or questioning our assumptions?

How are we holding ourselves accountable?

Is there an existing youth-led organisation or group we could reach out to and involve?

Gabrielle, 22, "Sometimes our best efforts in youth engagement mean just bringing young people to formal rooms of power. We bring them in to speak at a board or present to a room of decision makers, but what does this really do to challenge existing ways of thinking? Performing listening, without any ability or intention to make changes, is disrespectful to the person brave enough to share their story."

Dan, 19, "It is one thing to be consulted, it is another to be actively involved in policymaking. It may seem a daunting prospect to give young people a seat at the table but I can assure you, you will not regret it. In fact, feedback I often receive is that it is one of the best decisions that an organisation has made."

Katrina, 19, "Interacting with global and national structures and organisations can be pretty intimidating, so young people need appropriate support to ensure that they are able to be free to voice their ideas. This doesn't mean putting words in our mouths, but simply acting as a support to ensure that we are fully informed, prepared and able to express our concerns."

Evie, 20, "If you're thinking of Hart's Ladder of Participation, it's not always necessary to aim for the very top rungs of the ladder. Try not to make assumptions about how young people want to be involved - including that they automatically want a leadership role. If someone is keen to lead - check in that they have the support they need and don't feel on their own."

Building a community:

No matter how much passion you have - creating change on your own can feel like a big challenge. By creating a sense of community, young people can draw energy and support from these connections and will have more confidence in sharing their ideas.

How are we building strong relationships between our team and our young people?

How can we create space for young people to connect with and learn from each other?

Can we make room for more than one young person on our trustee board, or in a strategic meeting? Can a leadership role, such as event chair, be offered to two young people to work together?

Can we connect with other organisations and their young people?

How can our young people collaborate with our adult volunteers, wider staff team, leadership team, or board?

Amy, 18, "The #iwill community is a community that I always know is there. They are my first port of call when I need some advice or to get an alternative perspective. The community is always there to bounce ideas off of or to talk with about things that most people think are 'uncool'! I really feel as though I can be myself and express my passions with likeminded people."

Evie, 21, "Working with the NHS Youth Forum we really form a kind of family."

Everyone has lived experience of using the healthcare system. This means we don't have to explain ourselves or apologise for who we are or the support that we need. Through the amazing friendships I have built, I have learned how powerful it can be to bring together young people who share lived experiences and determination to make change. I've also learned that making space in your project to talk about accessibility is essential, it needs to be integrated throughout your work, not limited to a box on a form or a one off conversation."





Young people are marginalised in the media, in the political sphere, and culturally too – “seen but not heard” much of the time, not permitted to have our say until a certain age. Despite this, we are willing and able to challenge injustice and create meaningful solutions to work towards a fairer and better society.

Emma Jane, 24
St John's Ambulance leader

Being accessible and inclusive:

When recruiting young people from a range of backgrounds and experience, consider how to remove as many barriers to participation as possible. In many cases, there are simple steps to improving accessibility, but in other cases there are no shortcuts, and will require open conversations.

What practical steps can we take to make our work more accessible?

Are we able to support young people who may have less confidence and experience to fully participate? Does our team have the capacity and the training to commit to doing this?

Do we have a diverse team, and diverse leadership within our organisation? Or are we expecting diverse young people to compensate for this?

Are we willing to have open and honest conversations, and take feedback about our accessibility?

Are we active and vocal about welcoming diversity and tackling discrimination? Can young people feel confident, before working with us, that we are an organisation that will welcome them?

Gabrielle, 22, “There simply isn't the diversity in leadership necessary to understand the potential challenges different communities face. By engaging diverse young people, you can inspire a generation to believe in your work and in time build diversity of leadership.”

Charli, 20. “If a young person has concerns, don't dismiss them. It often takes young people a lot to come to someone senior and tell them they're having issues or

worries about accessibility. Hearing us out is the best thing you can do, asking questions and forming a proper conclusion. Those of us who face adversity due to disability, race, gender or other factors can find it even more difficult to raise our concerns – be sensitive to this.”

Harry, 19. “Too often, we hear the category of 'young people' used to describe all 19,760,000 people under the age of twenty-five who are currently living in the UK. But young people are not all the same. We each have our own needs, and as a result we need different types of support.”

Evie, 21. “Not all engagement opportunities need to be bringing young people into strategic or decision making environments. For many young people this just doesn't feel comfortable. Consider how you can go out and engage with young people in spaces they are already using and feel safe in, and take feedback from us on how we want to engage.”



BEING AN AMBASSADOR HAS BEEN A STRUCTURED WAY TO ACTIVELY USE MY VOICE AND SPEAK TO THE DECISION MAKERS. I FEEL FREE TO SAY WHAT I ACTUALLY THINK RATHER THAN WHAT PEOPLE WANT ME TO SAY.

Lamide, 22



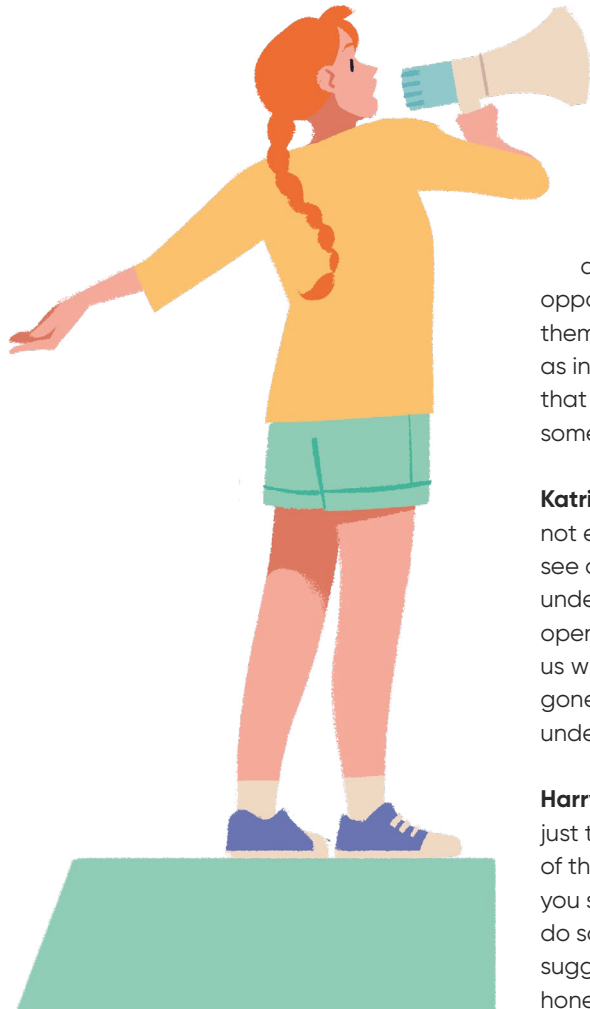
Making an impact

Young people don't want to spend their time and energy on a project which isn't going to make a tangible change - or share all of their best ideas and hear nothing back.

What are we hoping to achieve by working with young people?

Which young people do we want to work with?

How does this connect with the rest of our work?



How can we make this project as impactful as possible?

How can we feed back to young people the results of their contributions? Can we make this a continuous process?

How can we collect evidence about the role young people have played in creating a change?

How can we tell a story through our communications about the value of young people's voices, and what we have learned?

Evie, 21. "I've seen organisations be cynical about the impact of creating participation opportunities - but I think they really create a ripple effect, both in the young people's lives and in the organisation. Invest in these opportunities and be willing to learn from them, even if the project doesn't turn out as initially expected. You might not realise that you have had a profound impact on someone."

Katrina, 19 : Young people recognise that not everything we suggest or want to see changed is feasible - we completely understand that! So if that is the case, open communication and feeding back to us where our ideas and discussions have gone is so important to build trust and understand impact."

Harry, 19, "Listening to young people is just the first step, it shouldn't be the end of the journey. Once young people tell you something, you need to go away and do something about it. Or if what we've suggested isn't possible or feasible, be honest and tell them why."

Space to grow

Young people are at an exciting stage in their lives, where they can learn and develop a huge amount even in a short space of time. Youth voice projects and programmes should therefore avoid being static or repetitive.

Is there space for a young person to branch out? If they have a passion for one area of work, are they able and welcomed to move into something else?

Are we offering a range of opportunities that encompass different forms of voice? Can we offer young people the chance to sit on a panel, to mentor others, communicate through blogs or vlogs, or to speak to the media?



Could our young people benefit from specific skills training? Is this something that they want?

Is there space to move up into leadership roles?

Can we support our young people with their education or career aspirations? Can we offer mentorship, or references on LinkedIn and beyond?

Charli, 20. "Just because we start out working in one area, it doesn't mean we're only passionate about one thing - try to avoid putting us in a box. This is especially likely for those who might have faced barriers to getting started in social action. Many of us have a variety of interests and would love to be offered different formats."

Katrina, 19. "Navigating the world of advocacy can be daunting, so don't underestimate the power that your support can have. Whether that means providing networking contacts, physical resources or an encouraging message over Twitter, all are ways that you can help to amplify the voices of young people further."

Athika, 18. "Realise the scope of interests that young people have. See if you can have a variety of projects that peak the interests of different young people. It's also really important to show young people how our skills are being developed by being involved and how this can help us in the future."

Evie, 21. "If young people want to take a leadership role, this doesn't mean we have the resources to do all the leg-work and logistics, especially as volunteers."

Ambassadors tell their stories

Matthew Otubu BEM, 25 Campaigner

It was Newcastle City Council's plans to cut 100% of their youth services budget after a reduction in local government funding from Westminster that prompted the turbocharge to my social action journey. As an elected youth councillor back in 2012, I helped lobby the council to protect some of the youth services in the city. We made sure the council kept funding a respite centre for children with disabilities, for example, and continued providing home-to-school transport. It was a watershed moment for me: I went from being a fairly fresh-faced youth representative without much experience of local government or politics to someone who helped protect part of millions of pounds worth of funding that would have otherwise been cut.

A couple of years later, in 2014, I became an #iwill Ambassador. Having the chance to join #iwill's business pioneers Steering Group as an advisor where I worked with the private sector to support social action, encouraged me to seek more opportunities to shape decision making, and I joined various advisory committees, governing bodies and charity boards after that. I've been a Member of Youth Parliament, representing the British Youth Council overseas and served with the RAF Volunteer Reserve.

Throughout all this, social action has built skills I never learnt in the classroom and opened doors that I'd never have come across otherwise. I remember sitting in a job interview a while back and being asked about my social action experiences. As someone who didn't have a lot of other work experience at the time, being able to talk about social action just reaffirmed how much I'd gained.

It's not just career skills I've developed through social action. My experiences have also helped me become more compassionate, and I've learnt the importance of seeing the world through other people's eyes.



Gabrielle Mathews, 22 Youth health advocate

I was 16 and a long-term patient when I was first asked if I wanted to volunteer at Birmingham Children's Hospital. Now, aged 22 and reaching the end of a medicine degree at Imperial, it's not hard to trace where I am now back to the social action I've done.

Healthcare campaigning has long been a cause I care deeply about. From supporting residents at a dementia care home, to being a member of the NHS Youth Forum, volunteering on the ward of my local hospital, and co-chairing the #iwill campaign's Health and Social Care Steering Group, social action has been a huge part of my life.

I became an Ambassador in 2018. I've loved being part of a community of like-minded young people whom I can work with and rely on to help me make change but also to understand the challenges that come with trying to do so. It's not always easy, but it's so important that young people see the value of their voice and experiences. Having the power to take action and make a positive change in the communities around us empowers us to be more vocal in our own lives and take action on the issues we care about. And why shouldn't we? There are over 8 million 10-20 year olds in the UK. Not only do we



deserve to help make decisions that affect us, but we'll be the ones dealing with the impacts of climate change and worsening inequalities in the years to come.

Recovering from this pandemic isn't going to be easy for anyone, let alone the younger generations. But seeing how young people have responded makes me feel hopeful for the future. Young people have stepped up and shown what they're capable of, like backing Marcus Rashford's campaign for Free School Meals in the holidays. And the challenges of mental health, well-being and the environment that have come out so strongly in response to the crisis are issues that our generation is really passionate about. I'm positive that we'll continue to champion issues we care about in future.



Dev Sharma, 15
Food campaigner

I was shy as a child. I'd always be last to speak in class and there's no chance I'd have been confident enough to get on stage and give a speech or join a roundtable discussion. It didn't mean I didn't have opinions or care about things - I just didn't feel confident enough to express them. Social action completely changed that for me. Looking back now, having appeared on national TV to tell my story, and been to Downing Street to campaign against children's food insecurity, I can see just how much social action has helped me grow.

I first got into social action through my local youth council in Leicester. Campaigning on issues like youth mental health, knife crime, and radicalisation helped me see that it was possible to make my voice heard when I saw things that weren't right in my local community.

Since becoming an Ambassador in 2019, I've learnt a lot about the power of youth. Our generation doesn't keep quiet in the face of injustice and the Ambassadors are no exception. Getting to meet other Ambassadors of all walks of life, hearing their social action stories and working with them on issues like public health in the pandemic has been an inspiration. They've also shown me that social action doesn't have to mean creating national policy change; it can simply be about picking up litter on your street or telling your principal that they should make changes at your school.

The pandemic has brought to light a lot of issues - racial inequality, food poverty, domestic violence - that young people have stepped up and taken action on. Once the pandemic is over, we mustn't lose that momentum we've built up in recent months. I know my fellow Ambassadors and I will be working hard to make sure all young people across the country who want to create change have the chance to do it.

Charli Clement, 20
Disability activist

I've been an Ambassador for a year now, and what a year it's been! But through it all, being an Ambassador has given me the confidence to show why my lived experience as a disabled, LGBTQ young person really matters and that I really can change the world.

I joined the Scouts aged 10, becoming a Cub leader when I was 16. They're like a second family to me now. When I was a Scout, I really looked up to the young leaders. Now that I am one, I love talking to younger children about issues like disability rights and democracy. I've really welcomed



the chance to inspire other young people to aim high and take action on causes they care about, whether that's at Scouts, at school, or in my local community in Birmingham. I've given speeches at school on Autism Spectrum Disorder and led a Mental Health Champions group that raised funds and awareness.

Last summer I volunteered at a local Stay and Play club for disabled children, and some of their parents told me how positive it was to see someone like me, who has autism and disabilities, getting my A Levels and heading off to university.

Social action has also helped get me through some difficult times in my life. I spent a lot of time in a mental health hospital when I was about 15. One of the things that really motivated me to get better and get back out into the community was because I wanted to get back to Scouting and social action.

I hope that in the future we'll see a world where adults pay proper attention to what young people have to say, especially when they have real expertise and lived experience of the issues we're talking about. It isn't enough just to get a seat at the table, are we being listened to? I'm not sure we always are. But you can bet I'll keep striving to be heard, and I know there'll be a whole movement of young people by my side.

Further reading



More information on #iwill and the Ambassador programme:

[2019 Ambassador Welcome Pack](#)

[Profiles of 2019's #iwill Ambassadors](#)

[The Power of Youth Social Action, Impact Report 2019.](#)

[What does it mean to be an #iwill Ambassador?](#), Aidan Thompson and Sarah Ritzenthaler, Jubilee Centre of Character and Virtues, 2020.

Video: ["What does it mean to be an #iwill Ambassador"](#), 2020.

Ambassadors telling their stories:

[Diary of A Young Naturalist](#), Dara McAnulty, Little Toller Books, 2020.

[We Can Change The World](#), BBC Sounds, 2019-20. Featuring Dev, Alvin, Dan and Abby.

Research from the Jubilee Centre of Character and Virtues:

[A habit of service](#), Jubilee Centre of Character and Virtues, 2017.

[Building Character Through Youth Social Action](#), Jubilee Centre of Character and Virtues, 2014.

[Charting the character strengths of #iwill Ambassadors](#), Aidan Thompson and Jason Metcalfe, Impact Journal of the Chartered College of Teaching, Special Issue 2020.

Guides and toolkits:

[Youth engagement on a global and national scale – where do you start?](#) (blog) #iwill Ambassador Katrina for YouthLink Scotland, 2020.

[Engaging young people in healthcare](#), guides from the NHS Youth Forum, 2013-20.

[Raising the quality of Youth Social Action: Applying 6 quality principles](#), Generation Change, 2014.

[How you can make saying #iwill more inclusive](#), (blog) Fearless Futures, 2019.

[Hear By Right, developing best practice in young people's participation](#), The National Youth Agency, 2018

[Young Trustees Guide: Developing the next generation of charity leaders](#), Charities Aid Foundation, 2015.

[Guided by young voices: How to include young people on your board and in your decision making processes](#), The Roundhouse and Arts Council England, 2017.

[Recruitment checklist: Getting young people onto your board](#), #iwill & Young Trustees Movement, 2020.

[Power of Youth, Listening Event Guide](#), #iwill and Beatfreeks, 2020.

Webinars:

["Hard to reach or easy to ignore"? Increasing accessibility in youth social action](#), Charli Clement & #iwill Ambassadors, 2020.

[Young People in the Lead: The importance of Youth Voice](#), The National Lottery Community Fund, 2020.

[Social action & youth-led projects: Say it how it is!](#), Project Hope & #iwill Ambassadors, 2020.

[Young People in the Lead: Youth Voice in Funding](#), The National Lottery Community Fund, 2020.

Academic publications:

[A young person's guide to defending human rights](#), #iwill Ambassador Joel Meekison and Suki Wan, The International Journal of Human Rights. 2019.

[Children's participation, from tokensim to citizenship](#), Roger Hart, Unicef, 1992.

["Voice" Is Not Enough: Conceptualising Article 12 of the United Nations Convention on the Rights of the Child](#), Prof Laura Lundy, British Educational Research Journal, 2007.



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