



**GLOBAL
SOCIAL
LEADERS**

2021-2022

GLOBAL GOALS COMPETITION

**STUDENT AND TEACHER
INFORMATION PACK**

#GSLGOALS



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**OUR VISION IS
A WORLD LED
BY A GLOBAL
MOVEMENT OF
SOCIALLY
CONSCIOUS
LEADERS**

INTRODUCTION TO THE GSL GLOBAL GOALS CHALLENGE

Firstly, congratulations for taking part in the Global Social Leaders (GSL) Global Goals Competition.

You are about to start an exciting leadership journey that will see you develop and implement a project that helps to achieve the United Nations' Global Goals, an ambitious and transformative set of goals with the power to end extreme poverty, fight inequality and stop climate change. This competition gives you the opportunity, support and platform to create positive change and join a global movement of socially conscious leaders.

We challenge you to design and carry out a project in your local community that will get the world closer to achieving the Global Goals. Consider which of the 17 Goals you feel passionate about or are most relevant to your community. What problems can you identify in your area? How can your team work together to fix it? There's great potential for you to make a positive social change and the sooner you get started the bigger the impact.

Jonathan Harper, CEO, Future Foundations

Emmie Bidston, Director, Wellington Leadership and Coaching Institute

**START
NOW**



WHAT ARE THE UNITED NATIONS' GLOBAL GOALS?

The GSL Global Goals Competition challenges you to **THINK GLOBAL** and **START** a **LOCAL** project that contributes towards addressing the needs identified by the United Nations' Global Goals for Sustainable Development.

Described as **"the biggest attempt in the history of the human race to make the world a better place"** the 17 Goals were agreed by world leaders in 2015 to create a better world by 2030. The Goals run across countries, religions, politics, conflicts, and generations. It is now up to all of us, governments, businesses, civil society and the general public to work together to build a better future for everyone.

Watch an explainer on YouTube, here..

www.youtube.com/watch?v=q0f8CGL-Cb4



Visit the World's Largest Lesson

This web portal introduces the Sustainable Development Goals to young people and unites them in action. Make sure to spend time understanding each goal before getting started with your project planning.

<http://worldslargestlesson.globalgoals.org>

THESE ARE THE #GLOBALGOALS FOR SUSTAINABLE DEVELOPMENT



SEARCHING FOR INSPIRATION

WHEN LOOKING FOR INSPIRATION, START AT HOME

What are the needs of your LOCAL community?

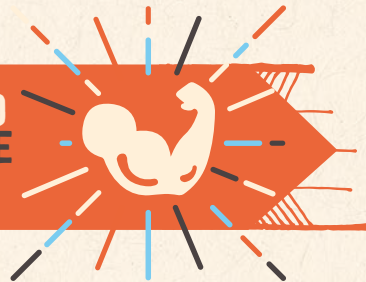
- Consider your school, your neighbourhood or your city.
- Spend some time thinking, reading and engaging within your local community to find out what change people want and need.

What small action(s) can you undertake to make a big impact?

- Do you want to reduce food waste?
- Improve health and wellbeing through exercise or mindfulness?
- Increase recycling efforts?
- Plant trees in the surrounding areas to improve air quality?
- Cut down water use within your school, community or home?

**FOR EXAMPLES OF EASY WAYS TO
START TAKING ACTION CLICK HERE**

www.un.org/sustainabledevelopment/takeaction



Could your project be getting your whole
school to take a few small steps!?

Together this could create a BIG impact.



**EVERYONE HAS A ROLE TO
PLAY IN HELPING US REACH
THE GLOBAL GOALS BY 2030.**

Over the past year students across the world have been designing their own projects to contribute towards these goals. We invite you to visit our webpage [here](#) to see some examples of last years' competition finalists to inspire you. We also encourage you to explore the websites we have included in Section 9 of this pack.

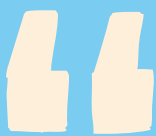


A SPECIAL MESSAGE FOR ALL PARTICIPANTS



His Excellency Ban Ki-moon

President & Chair of GGGI and the 8th Secretary-General of the UN



I would like to thank all the participants of the Global Social Leaders and extend my warm congratulations to all the young people who demonstrated such passion, energy and creativity with the aim to contribute to the Sustainable Development Goals and help bring about a transformational social change.

I am very proud of today's socially conscious young people who are speaking up and taking action. Achieving the noble goals of saving our planet and helping our neighbors around the world will require both dreaming big and working hard, and I encourage you to please keep it up.



COMPETITION PHASES & TIMELINE

PHASE ONE

TAKE ACTION

Register & Get Started



Register your team & choose a name!

Get clear about your project idea - research Global Goals and develop your idea. Begin taking action.

Assign team roles, set SMART goals and develop a project plan including regular team meetings.

Start working on your **Project Update Report** with support from your supervising teacher.

We will also be providing useful resources through a series of **masterclass videos** released monthly to help guide you.

PHASE THREE

SHARE YOUR STORY

Judging Criteria
& Final Submission



Submit your final reports for judging!

We encourage you to submit your reports to us from 1st April and advise early submission if you have important exams to prepare for. Please see Section 8 for judging criteria.

Deadline: 1st MAY

PHASE TWO

POWER UP

Project Update,
Report & Feedback



Submit your reports to us for feedback!

This year, we will be inviting teams to submit their Project Update Reports within a dedicated period: **4th-31st January 2022.**

Unfortunately, we will be unable to give bespoke feedback to teams submitting after this deadline.

We encourage you to work closely with your teacher and regularly review your Project Update Report before submitting it to us for feedback.

Be part of the GSL movement and join the conversation by **following #gslgoals** on social media – [here \(www.globalsocialleaders.com/gsl-goals\)](http://www.globalsocialleaders.com/gsl-goals) Share your project journey and inspire other teams around the world by submitting a blog to be featured on the GSL [website \(www.globalsocialleaders.com/ggblogs\)](http://www.globalsocialleaders.com/ggblogs).

Deadline: 31st January

PHASE FOUR

CELEBRATE THE JOURNEY

GSL Festival & Awards



Join us in June for an amazing event and celebrations!

We look forward to all our wonderful teams joining us at the annual GSL Festival in June where you can meet and hear from other students who have taken part in the competition. We will also have some fantastic guest speakers.

The winning team and finalists will be announced during the GSL Festival.

Certificates of Participation as well as Commendation Awards will be given out to Teams and Teachers.



**ANNOUNCEMENT
OF WINNER:
AT THE
FESTIVAL**



TAKE ACTION

Register & Get Started!



Here's a short checklist to help you get started!

PROJECT PLANNING

GUIDANCE NOTES



Register

Once your school has registered, pick a team name and register your team. Make sure each individual team member completes their own student registration with parent consent.



Meet with your school senior management to get permission to start

To establish a GSL project we require you to have the support of your school. By seeking permission at the start, this will enable you to recruit students and fundraise within your school. We ask that you have at least one member of staff who will support you with your registration and who you will discuss your plans with and seek approval to take part before implementing your project.



Form your GSL Project Team

To enter the competition, form a team of **three to seven students** from within your school. You should aim to form a team that works well together, but that brings a good mix of skills and resources. Think about the roles that each person will play within the team.



Schedule a weekly team meeting

To avoid spending time organising meetings we advise agreeing a weekly 'GSL project' management meeting time and location.



Research the Global Goals and develop your idea

It is important to get a better understanding of the Global Goals before you start. Have a look through the recommended websites listed in Section 9 of this pack to find out more about each Goal and their indicators. Work together as a group to decide what your team would like to tackle. Aim high but be realistic about what you can achieve within 6 months. Always consider the long term sustainability of the project (you will be judged on this!).

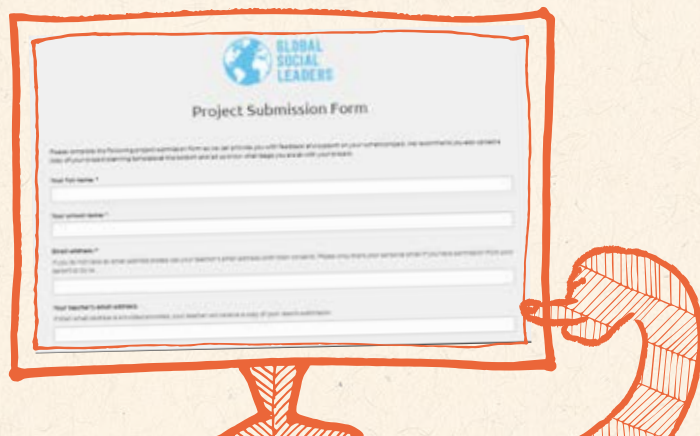


Develop, submit and refine your project plan

The first stage of the competition is idea generation and project planning. Teams will be required to submit their project update reports at the following link by 31st January: www.globalsocialleaders.com/ggcompetition.

You will be able to receive feedback from your teachers to that point, so you are encouraged to review your project with them as much as possible.





SUBMIT YOUR PROJECT UPDATE REPORT HERE >>

www.globalsocialleaders.com/ggcompetition/

Submit your Project Update Report for feedback from the GSL team.

We encourage you to give as much detail as possible in your Project Update Report so that our experts can make a thorough assessment of your projects and provide bespoke, constructive advice.

Remember, the more time and effort you spend completing your submission the better your feedback will be! In previous years the projects that have performed best in the competition and delivered the most impressive impact have been those driven by teams that submitted very detailed and considered project plans.

Project Update Reports can be submitted at any point between 4th January and 31st January and the earlier you submit the more time you will have to carry out your project before the final submission deadline.

We will provide feedback to all teams during the months of February and March.

Click here to **Download the Project Update Report Template** to help you with your planning.

www.globalsocialleaders.com/ggcompetition





ACTION STEPS

GUIDANCE NOTES



Identify if you need funds to deliver your project, source in-kind donations, and set up a fundraising plan if needed

Using your Project Update Report as a worksheet, work out what you may need to buy. Before starting to fundraise we encourage you to explore if you can get these items donated. Often the most successful teams are those that managed to source most equipment required for projects for free. Once you have worked out what you need to buy and cannot get via donations, this creates a target for you to fundraise. You should then decide what activities you want to do to raise funds. Most projects can be implemented with very little, if any, funding. If you need inspiration for fundraising ideas [click here – www.goalglobal.org/how-to-help/fundraise](http://www.goalglobal.org/how-to-help/fundraise).

Please note, **your project should NOT have fundraising as the main target/goal**, instead you should be focused on tackling an issue that you can have a direct impact on.



Complete a baseline survey to capture your impact

Before you start your project, you should carry out research on the need for your project and this will later enable you to measure if your project is successful.



Start Project

As soon as possible, put dates in the diary and start your project. Do not let weeks pass without action. Ideas are nice, but it's what you do rather than what you think that will create change in the world.





ACTION STEPS

GUIDANCE NOTES



Take photos and videos of project

Capture what you do and track your project's journey. Your photos will help you to document your project, recruit others to support you in the future and with fundraising activities. A picture speaks a 1000 words. If other people have benefitted from your project interview them on camera (with their permission!).



Write a press release for school & local newspapers about your project

To raise awareness of your project and its impact. The UN wants to raise awareness and understanding of the importance of the Global Goals. Your project will only help to do this if you share it with your peers and wider community.



Write a blog for the GSL website

Following on from your press release, submit a blog (using www.globalsocialleaders.com/ggblogs) and we will publicise it through our social media channels.



Connect with Global Social Leaders on social media

Create a Social Media Account for your team (if you are able to), and follow Global Social Leaders on instagram and facebook. Publicise your project and the issues you are aiming to tackle by sharing your images using [#GSLgoals](#) and seek inspiration from teams around the world.

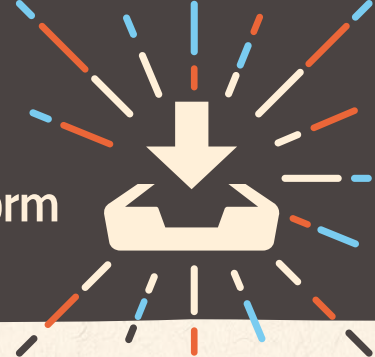
Popular posts using the [#GSLgoals](#) hashtag will be featured automatically on the GSL website: www.globalsocialleaders.com/gsl-goals



Submit your Project Update Report

Review your progress with the team and your supervising teacher and submit your Project Update Report for feedback from GSL.





UPLOAD YOUR SUBMISSIONS TO BE ELIGIBLE FOR RECOGNITION, PRIZES AND A CERTIFICATE.

Your team is expected to submit the following:

WRITTEN REPORT

2 Pages



DIGITAL SUBMISSION

Maximum 3 mins long

Your report and digital submission should be a team effort and should clearly outline how your team's project has met the Judging Criteria.

JUDGING CRITERIA

1. The team's learning and knowledge gained

- a) Share the learning they have had in their team and skills developed
- b) Demonstrate knowledge gained of their community by their team
- c) Understanding of the SDGs

2. The impact on others and the community

- a) Measure and demonstrate the impact made by the team's project on the SDG(s) you have selected
- b) Number of students, people and organisation(s) involved or impacted
- c) Number of students and hours spent working on the project

3. Special recognition

- a) Involving other people and partners in your projects
- b) Created a project that is sustainable

FINAL SUBMISSION FORM



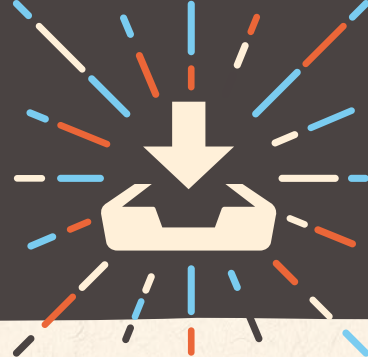
You must complete the online submission form at the following website:

WWW.GLOBALSOCIALLEADERS.COM/GGCOMPETITION

- When completing this form, please ensure that all team members' names are **CLEARLY WRITTEN**. Only students named in the final project submission will receive a certificate.
- Digital submissions should be made via Youtube, Vimeo, PowerPoint or Prezi, please contact us directly if this is not possible for you.
- For Prezi sharing you may need to make us an editor to share it. Please use: social.leaders@future-foundations.co.uk. If you are embedding a video, please also share this with us as a separate file.

A guide to making the most of your final submission can be found by clicking [here: www.globalsocialleaders.com/ggfinalsubmission](http://www.globalsocialleaders.com/ggfinalsubmission)

If you have any questions regarding the submission process, please email: social.leaders@future-foundations.co.uk. We look forward to receiving your final project submission!



1. WRITTEN REPORT GUIDANCE

We ask that you submit a Project Report (no longer than 1000 words).

The report is your opportunity to showcase the journey your team has been on and the progress you have made with your SDG project. We want to see how much you have learned on your journey as well as how much impact you have had. The report must be a maximum of 2 x A4 pages and a maximum of 1000 words. It is up to you how you structure and present your report.

The following things must be included in your report:

- The project title and project logo (if applicable)
- The aim of the project
- The Sustainable Development Goals that your project addresses
- Your team member names and team roles/responsibilities
- At least one photo of your team and at least one photo of your project in action
- Highlights from your experiences so far

- Outline any funds or in-kind donations (e.g. free posters, free venues or additional resources) you have secured
- The outcomes and impacts of the project (see judging criteria). Include any successes or failures
- The knowledge/ learning you gained throughout the project
- The skills your team members gained through doing the project

Some tips for success (things we'll be looking out for):

- Keep your report simple, clear and easy to read
- Use colour, photographs and graphics to make your report as appealing as possible
- Think about creative ways to display your information
- What evidence can you show us of your impact on others? Can you use quotes, endorsements or statistics?
- Make sure you check spellings thoroughly
- Get feedback from your teacher(s) – many of them have had experience of writing reports like these

2. DIGITAL SUBMISSION GUIDANCE

To bring your project to life we would like you to also create a digital submission.

This can be in the form of a video, Prezi or visual PowerPoint or equivalent presentation. We are interested to see how you can communicate what you have achieved through a different format. Be as creative as you like!

The digital submission **must not exceed 3 mins'**.

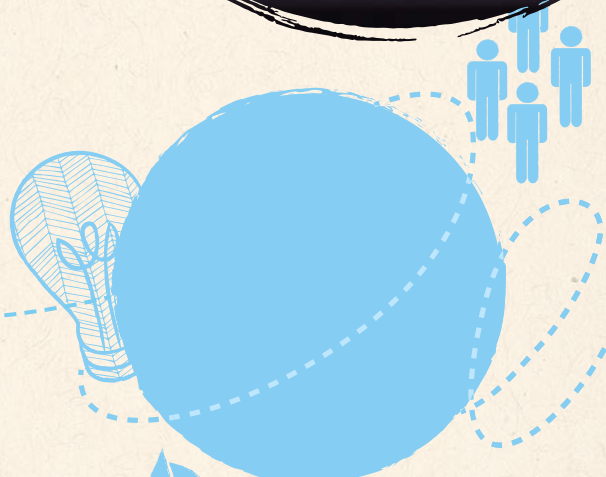
It is the responsibility of each team to secure and clear all rights for photographs or video content. The team assumes full responsibility for notifying the other partners and organisations of any use of their information or imagery. All non-English content needs to have English subtitles or an English transcript needs to be provided.

#GSLGOALS



All participants are invited to our annual GSL Festival where we celebrate with an end of year event with some amazing guest speakers and contributions from stand out teams from the competition. The overall winner will be announced at the Festival.

- All participants (who submit a project report) will receive a named certificate
- The winning team will receive a GSL online programme for up to 40 students in their school.
- In addition to the overall winner and finalist teams, commendations will be awarded in the following categories, with selected teams receiving a special certificate and permanent feature on the GSL website. There will be a maximum of one commendation awarded per team:
 - Social Media Champions – for outstanding achievement in communications.
 - Junior Standout Awards – recognising outstanding achievement from our youngest participants.
 - Resilience Award – for outstanding achievement in overcoming adversity.
 - Courage Award – in recognition of teams whose projects confront issues which are taboo or lead them to encounter local resistance.
 - Impact Award – for demonstrating impact.
 - Collaboration Award – to recognise teams which have forged lasting partnerships with other organisations.
 - Pivot Award – in recognition of teams who have kept pace with changes and adapted their project.
 - Learning Award – for teams who have demonstrated they've learnt a significant amount about themselves and/or how to create an impact.
 - Sustainability Award – in recognition of teams that have clearly demonstrated the longterm sustainability of their project.
- All competition participants are entitled to a discounted place on other GSL programmes.



USEFUL RESOURCES AND WEBSITES

WEBSITE OVERVIEW & LINKS

GSL Global Goals resources

To support you in growing the movement at school and within your local community

www.globalsocialleaders.com/resources/

UN Ideas

Ideas for how anyone can take action starting with a few easy steps

www.un.org/sustainabledevelopment/takeaction

World's Largest Lesson

Introduces the SDGs to children and young people everywhere and unites them in action

worldslargestlesson.globalgoals.org

Project Everyone

Seeks to put the power of great communications behind The Sustainable Development Goals

www.project-everyone.org or www.project-everyone.org/films

SDGs Icons & Guidelines (downloads)

www.un.org/sustainabledevelopment/news/communications-material

Food Recovery Network

Unites students on college campuses to fight food waste

www.foodrecoverynetwork.org

Powerful Tools & Resources

www.local2030.org/about-us.php

Download the SDGs in Action app

www.sdgsinaction.com

Sustainable Development Goals Factsheet

https://sustainabledevelopment.un.org/content/documents/8326Factsheet_SummitPress_Kit_final.pdf

BE INSPIRED BY OTHER STUDENT TEAMS!

We are excited to share previous years Global Goals projects that have created positive social change in communities around the world.



See Past Winners

www.globalsocialleaders.com/ggwinners





SEE MORE COMMENDATION AWARDS

www.globalsocialleaders.com/commendation-awards





CONTACT US

- Email: social.leaders@future-foundations.co.uk
- Telephone: +44 (0) 20 34 32 34 50

SOCIAL MEDIA:

Follow our updates online using our hashtag [#GSLGoals](#) [@FutureFound](#)

- Facebook: facebook.com/GlobalSocialLeaders
- Instagram: instagram.com/GlobalSocialLeaders
- Twitter: twitter.com/FutureFound

PROJECT TEAM:

Alice Curran

Digital Media & Communications Manager, Future Foundations

Jakub Goscinnny

Global Outreach and Development Manager, Future Foundations

Amy Mander

Head of Global Social Leaders

Jonathan Harper FRSA

CEO, Future Foundations

Katy Granville Chapman

Deputy Headteacher and Founder, Wellington Leadership and Coaching Institute

Emmie Bidston

Director, Wellington Leadership and Coaching Institute

FUTURE FOUNDATIONS:

Address: 2A Stormont Road, Battersea, London, SW11 5EN, United Kingdom

For more information about Future Foundations, please visit our websites:

- www.future-foundations.co.uk
- www.globalsocialleaders.com

IF YOU HAVE ANY QUESTIONS PLEASE CONTACT THE ORGANISERS ABOUT THE STUDENT COMPETITION

Amy Mander



The Team



Jonathan Harper



FUTURE FOUNDATIONS

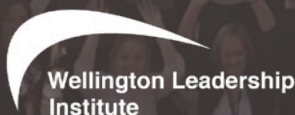
Wellington Leadership Institute



GLOBAL SOCIAL LEADERS

#GSLGOALS

I always wondered
why somebody didn't
do something about
that, then I realised
I was somebody.



THE GLOBAL GOALS
For Sustainable Development