

Global Learning Activities Guide

Six steps to planning your activity

Links are in a unique position to support people in the UK to learn more about development issues. Therefore you have an exciting opportunity to hold Global Learning Activities in the UK about the issues that affect your Link. This guide will run through six questions to help you consider how to design and run an activity in the UK that will help people to learn more and take action.



Why?

Objectives: The foundation of a good Global Learning Activity is to have clear objectives about:

- **What your audience should learn during your activity**
- **What your audience should do as a result**

A simple three-step process can help you identify your central aim:

1. Choose a Millennium Development Goal (MDG) that is relevant to your Link.
2. Identify the important facts about the goal that people in the UK should know. Make sure you cover the wider issue as well as personal stories from Link members.



Tip

Try the UN Statistics website to help find accurate information about each MDG around the world:

<http://unstats.un.org/unsd/mdg>

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3. Identify which actions could be taken by individuals in the UK to support the achievement of the goal. These could include:
- **Volunteering with an organisation who works on this issue**
 - **Fundraising for a specific project that tackles this issue**
 - **Changing personal behaviours (such as recycling or buying Fairtrade)**
 - **Campaigning or lobbying**
 - **Making a public statement about the issue**
 - **Learning more about the issue**

What?

Activity Ideas: There are plenty of exciting and fun ways to help others learn about global issues and the more enjoyable your activity; the more people are likely to be involved. Remember, your activity should share knowledge about an MDG rather than simply informing people about another culture.

Tip

Think realistically about the scale of your activity. It is important to make sure you have enough time and resource to make your activity successful, whatever it's size.

Ideas for activities could include:

- **Film night or a photo exhibition**
- **Quiz**
- **Workshop**
- **A blog, podcast or other online activity**

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Who?

Support: As well as making sure everyone in your Link is involved, consider who else in your community could support you to deliver your activity. Who could offer additional perspectives, skills or opportunities?

Why not get in touch with:

- **Your local volunteering bureau**
- **Local schools or universities**
- **Local faith groups**
- **Businesses in your community**

Tip

Why not invite your local MP to help them learn about the issue too? You can find details for your MP online at www.theyworkforyou.com

Audiences: Also consider who your audience is going to be and make sure the activity will meet their needs. Who might be most interested or most able to use this new information in the future?

Location: If you want to make sure you reach your intended audience, you'll need to consider your location carefully. Choose somewhere accessible and appropriate to hold your activity.

Where?

Working with other groups in your community may give you the opportunity to access venues you might not previously have considered too.

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Could you hold your activity at:

- A local library or community centre?
- A town square or park?
- A local business?
- A place of worship?



Tip

If you want to run an outdoor event in a public place, check with your local council to see if you need any type of license or permit.



When?

Timing can also be another key factor for success. Think about when the most convenient time might be for your audience. Think carefully about events during public or school holidays; will you be able to get enough people to attend?

Also think about events, local or national, which might help increase interest in your activity. How about coinciding with a local festival or a national day such as World AIDS day?



Tip

Running a series of connected activities can help increase the number of opportunities for people to learn about the issue over a period of time.

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How?

Evaluation: Finding out how well your activity worked (and what could work better next time) is crucial. It will help make sure you're getting the maximum benefit for your Link and is an essential part of successfully applying for funding.

The good news is if you design clear objectives then evaluation is easy. Based on your objectives there are just 2 steps to measure.

Step 1

Learning: Did your audience know more about the Millennium Development Goal than they did before they participated in your activity?

To measure this you simply need to run an exercise before the activity to test audience knowledge, then run the same exercise afterwards and compare.

Some ideas are:

- **Have a learning wall at an event where people write down all the things they know about the MDG when they arrive on one side and what they know as they leave on the other.**
- **Have a 'quick quiz' in pairs at the beginning and end of an activity and see how many people improve their scores.**

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Step 2

Action: Did your audience take action as a result of being involved in your activity?

Some ideas are:

- If people take action at the event then find a fun way to record it. So perhaps everyone who gives a donation or buys a Fairtrade item adds his or her picture to a collage.
- If the action is more long term, then get your audience to complete 'pledge cards' saying what they're going to do and by when.

Funding

To support you with your Global Learning activities you can apply for a grant of up to £10,000. All the details about how to apply and what is eligible can be found online: <http://www.dfid.gov.uk/communitylinks>

If you are thinking of applying for funding consider the following tips whilst you are planning your project.

- Ensure that your activity focuses on Global Learning and meets the overall Global Learning objectives mentioned earlier in the resource
- Involve your Link group overseas at all stages of the activity
- Ensure that your activities demonstrate value for money
- Read the grant guidance notes every carefully to avoid including ineligible items and ensure you meet all criteria
- Clearly show how will you demonstrate the success of your activities

For more support with planning your activities or applying for funding make sure you attend an Inspiration Activation workshop.

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