



Tools

Supporting young people to
become leaders for fairer food
systems





Tool 3: Collective Action Planner

*Please here also include which Action4Change or pathway this issue relates to

CHOSEN ISSUE*		
SPECIFIC GOAL		
NARRATIVE (THE WHY)		

	PEOPLE		ACTION		
	ENGAGE	INFLUENCE	EVENTS AND ADVOCACY	COMMUNICATIONS	COMMUNITY AWARENESS
COLLECTIVE ACTION PLAN					

WHAT DOES SUCCESS LOOK LIKE?	
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Tool 4: Action idea handout

Advocacy

1. Write a position statement.
2. Organise meetings to directly engage with decision makers.
3. Participate in events or forums.
4. Join a youth advisory board or council.
5. Participate in consultations or public meetings.
6. Organise a pledge or a petition.
7. Organise peaceful marches and demonstrations.
8. Build alliances with other organisations.

Communications

1. Launch a social media campaign.
2. Communicate locally, speak on local radio about your campaign issues, at your school or university, put up posters and fliers.
3. Send out regular email newsletters.
4. Produce and host a podcast series.
5. Write a blog or opinion piece.
6. Find speaking opportunities at events, conferences, and community meetings.
7. Document your collective action journey.
8. Engage the media.

Community Awareness

1. Organise an event at your school or university.
2. Organise a community action day, e.g. tree planting or a clean-up day.
3. Establish a community or school garden.
4. Host local food policy advocacy events.
5. Host cultural activities.
6. Organise a community meal.
7. Host a hackathon.



Tool 5: A template for designing a collective action activity

CAMPAIGN PRIORITY ISSUE	What issue does this activity align to ?	
ACTION IDEA	List and describe the activity you are planning in detail..	
WHO WILL YOU WORK WITH?	Decide who you will work with and any allies.	
WHO WILL YOU TARGET?	Choose the decision maker the action is targeting in order to influence.	
WHERE WILL YOU DO YOUR ACTION?	Confirm the location where your action will take place. If it will be in person, think about the types of resources or permissions you might need. If online, consider the tools and platforms you might need and whether the group has experience with these tools.	
RESOURCES	Do you need a budget for the activity? Think about the resources you already have available.	
How will you know if this activity has been successful?		

The end

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