

STOPPING POLLUTION
IS THE
Best Solution!



OUTRIGHT

Speak out on children's rights

RESOURCES FOR FACILITATORS WORKING WITH CHILDREN

Take a trip with Paddington™ to learn how climate change and its impacts are affecting children's rights



HELLO THERE AND WELCOME TO ANOTHER OUTRIGHT CAMPAIGN!

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2020 has presented us all with many challenges. We know that young people in particular have felt frustrated during lockdown – that their voices haven't been listened to. We know that working in education, youth organisations and local authorities has been incredibly hard during the coronavirus pandemic. So we wanted to say a big thank you for signing up for OutRight again and for everything you're doing to make sure that children and young people's voices are heard, and that their views can influence change at such an important time in all of our lives.

If you've not taken part in the campaign before: OutRight is Unicef UK's annual youth campaign that empowers children and young people to speak out about children's rights on World Children's Day – 20 November – the anniversary of the UN Convention on the Rights of the Child. It's a campaign by children, for children, that helps children and young people to promote and protect children's rights in the UK and around the world.

With a youth climate movement that's growing and adapting every day, OutRight will focus on climate change and the effect it is having on the lives of children and young people all over the world.

The campaign will empower children and young people to speak out and share their views on children's rights in their local communities and more widely, with the support of our campaign champions – Paddington Bear and Cel Spellman.

Children and young people taking part in OutRight will:

- Learn about climate change and how it's affecting children's rights here in the UK and around the world
- Use the templates and tools we've developed to speak out on these important issues and to help create change and reimagine a better world in the future

This year, we are doing things a bit differently because of coronavirus. We will be sharing activities and resources in PowerPoint and PDF format to help inspire and engage young people, whether they're at school or at home. We will email you more regularly with updates and we'll be sharing resources as they become available, highlighting new opportunities and letting you know how the campaign is going. And we'll also be holding webinars and live surgeries through the autumn term to answer any questions you may have.

Please don't hesitate to get in touch if you have any questions about any of the activities or resources! You can reach us at outright@unicef.org.uk or call our Supporter Care team on **0300 330 5580**.

We'd love to hear about what the children and young people you work with have been up to – we can't wait to hear about all their successes!

Good luck!

Jess Bool

Strategic Lead – Youth Engagement



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STILL TO COME

The fortnightly emails we send you will include links to download everything else you need, including:

- All learning activities
- Campaign actions
- Invitations to join our online events

GET YOUR OUTRIGHT CERTIFICATE

Taking our key campaign actions, and providing feedback, will mean your school or organisation is entitled to receive the OutRight certificate.

If you're a Rights Respecting School, all activities in this pack will help your school meet Strand C outcomes at Silver and Gold. You can use the OutRight certificate as evidence for Strand C.

Contact us by post or via email:
Post: **Jess Bool, OutRight, Unicef UK,
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Children learning about their rights at a Rights Respecting School in London.

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INTRODUCTION TO OUTRIGHT

EXPLAINING OUTRIGHT TO COLLEAGUES, CHILDREN AND YOUNG PEOPLE

We know that lockdown has been really difficult for children and young people – many have felt that their voices and views weren't being heard by decision-makers.

OutRight is a great way for us, as adults and allies, to show children and young people that their voices do matter.

This campaign focuses on climate change and children's rights. Through the activities and resources we'll be providing, children and young people are encouraged to:

- Learn about climate change and how it affects their rights
- Use their voices, calling on decision-makers of different kinds to take action
- Take action themselves

We'll direct you to all the additional resources you need via our regular emails. But of course, if there's anything you want to ask about in the meantime, please do get in touch with us at outright@unicef.org.uk

In the meantime, check out actor and presenter Cel Spellman's great welcome video plus a short presentation we've put together. It should help you to start the conversation about climate change and children's rights with the children and young people you work with.

You can download both from here: unicef.uk/outrightclimateresources

For further information about OutRight, visit unicef.uk/outright4climate

World Children's Day Takeover

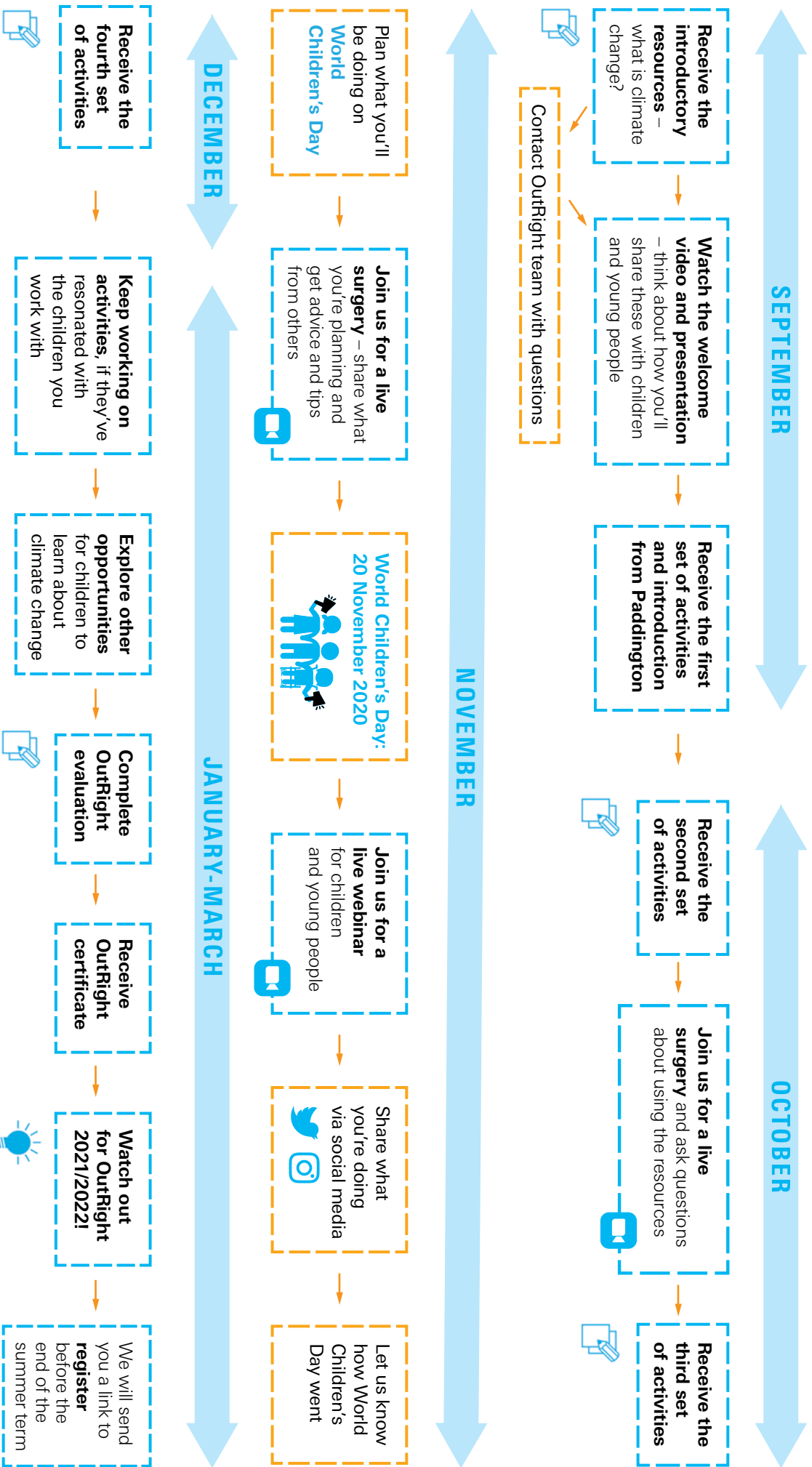
In preparation for World Children's Day on 20 November, encourage children to take the lead. They can plan and facilitate something themselves, sharing the work they've created and what they have learned, telling other children what they can do to protect themselves and take action too.

Children can help raise awareness about climate change, and protect and promote all children's rights by holding their own Takeover Day.

Please record/share content on the day if you can, and encourage the children you work with to think about how they can involve the local press, Member of Parliament, Member of Scottish Parliament (MSP) or Welsh Assembly Member (AM), parents, local businesses, the Chair of the PTA or other local decision-makers as well, to really make sure their voices are heard on this issue in their local area. If you hear back from your MP, please let us know so we can offer additional support, if needed.

TIMELINE

THIS SUGGESTED TIMELINE CAN HELP YOU STRUCTURE YOUR CAMPAIGN ACTIVITIES



OUTRIGHT

Speak out on children's rights

FOR EVERY CHILD

BACKGROUND READING

This year OutRight starts with children learning how climate change affects their rights and how the many different effects of a changing climate intersect and influence each other.

In the last few years, a global youth movement has formed to tackle climate change and to demand change from those in power. Young people are speaking out and holding decision-makers to account, calling on them to protect the planet's fragile ecosystems and the rights of all children.

There are many ways in which children and young people can be part of this global movement and we want to encourage those you work with to join them. The activities we've developed are designed to empower children to make their voices heard by key decision-makers.

The last few months have seen us all experience a global event that has affected every aspect of our daily lives. Children and young people have had their education disrupted, they've taken on additional responsibilities at home, some have lost family members and routine health protection and promotion programmes have been disrupted. The pandemic has caused widespread disruption and upheaval, but it has also given us an opportunity to reimagine a better future for our children – and for our planet.



A playground closed as a result of the coronavirus pandemic.

© Unicef/McIlwaine

Climate change affects children's rights in a myriad of ways. Firstly, it presents a direct threat to a child's ability to survive, grow and to thrive. As extreme weather events increase in frequency and severity, children's lives are threatened and critical infrastructure is often damaged, undermining access to clean drinking water, which can in turn lead to the spread of deadly diseases such as diarrhoea and cholera. Increases in temperature and rainfall can cause increases in malaria-carrying mosquitoes and are also leading to food insecurity and nutritional deprivation that can have a lifelong impact. Air pollution also has a direct and negative impact on children's health.

To protect every child's right to health and a safe environment, enshrined in Article 24 of the United Nations Convention on the Rights of the Child (UNCRC), we must tackle climate change and greenhouse gas emissions as a matter of urgency.



Youth climate activists at a demonstration in New York.

CLIMATE CHANGE AND CHILDREN'S RIGHTS

Another area of focus for Unicef is the impact climate change has on human movement. From short-term displacement through increased natural disasters to being forced to move with their families for the long term, children and young people are already seeing the impacts of climate change on their lives. More children are expected to be on the move in the future as climate change creates long-term consequences for their communities.

But moving isn't simply a case of packing a suitcase and heading to the city. Regardless of the reason they are migrating or displaced, children on the move face many challenges, as Paddington did, particularly when it comes to finding a safe place to call home. Displaced children struggle to realise other rights too, including the right to health and education. Legal, economic and social barriers all prevent children from fulfilling their potential. With this in mind, we must work together as a global community to support children before, during and after their move. Through stronger health and education systems that are ready to flex and adapt to the needs of children who've been affected by climate change, we can make the most of the opportunity of a changing world.

A key part of making the most of the changing climate is protecting and ensuring the right of all children to education, which is enshrined in Article 28 of the UNCRC. Being on the move limits

Amia, 11, stands on an ice floe near her home in Alaska, USA.



© Unicef/Sokhin

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access to education, but so too do increases in natural disasters, poverty and access challenges caused by more extreme weather. Girls are particularly vulnerable to the impacts of climate change on education. As families struggle to make ends meet or feel at risk due to the effects of climate change, girls are at risk of being married off. Girls can also be pulled out of school to help with domestic tasks, such as fetching water.¹ But if we act now, education can be an important tool to help mitigate and adapt to climate change. Education improves resilience, reduces the impact of disasters and ensures young people have the resources and knowledge to be stronger and more effective climate activists, while improving their long-term health and well-being.

We are asking the UK Government to join us in putting children's rights first – now and in the future. We want children and young people to lead this change, to make their voices heard and to tell decision-makers what they want and need to thrive and survive – to reimagine a happier, healthier future for all children and for our planet.

That means making sure children's rights are at the heart of every decision that is made – locally, nationally and internationally. That means showing up for children, and speaking up for their rights in high-level meetings around the world. That means protecting measures already in place to support children's rights internationally.

- For further information on the UN Convention on the Rights of the Child, Queen's University Belfast put this great video together and Unicef has designed a new child-friendly version of the UNCRC:

[unicef.uk/QUB-UNCRC](https://www.unicef.uk/QUB-UNCRC)

[unicef.uk/childfriendlyUNCRC](https://www.unicef.uk/childfriendlyUNCRC)

Flooding is eroding the island in Bangladesh where 16-year-old Shaheen lives.



© Unicef/Brown

¹ Kwak C, J Cooke, E Hara, J Pegram (2019), Girls' education in climate strategies. Brookings. Accessed 19 January 2020. [brookings.edu/research/girls-education-in-climate-strategies/](https://www.brookings.edu/research/girls-education-in-climate-strategies/)

WHAT CAN THE UK GOVERNMENT DO?

The UK is changing. Over the past year we have witnessed some of the biggest political and societal shifts in our lifetimes: new leadership, new directions and new priorities to determine the UK's place in the world. Yet despite the challenges we face, we want children across the UK, and the people who support them, like you, to have a say in what happens next and to start reimagining the future.

The youth climate movement is growing and adapting every day to overcome the barriers to having their voices heard. Youth activists like Greta Thunberg have inspired millions around the world by standing up for children and their rights through their work to tackle climate change. Join us to make sure that the Prime Minister and his Government make a commitment to putting children and their rights at the heart of their work to tackle climate change. The Government can do this by prioritising legislation, policies and spending decisions that prevent climate change and protect children's rights.



Taking action against climate change in Scotland.

© Unicef/Sutton-Hibbert

Children carry the least responsibility for contributing to climate change, but their futures will be the most affected by its impact. The UK Government needs to hear from children and young people about why this issue really matters to them. So now it's your turn. Support the children you work with to contact local decision-makers and make sure they know what matters to children and young people in their constituency. **And ask them to take action!**

Climate change activist Greta Thunberg speaks at a demonstration in New York.



© Unicef/Chalasani

HOW CHILDREN CAN TAKE ACTION

Children are rights-holders, and it's important they are supported to speak out on the issues that affect them and are heard by key decision-makers at every level. While it is the responsibility of adults known as 'duty-bearers' to make sure that children's rights are met, children and young people can promote their rights themselves as well, through the activities offered through OutRight.

OutRight empowers children and young people to speak out about their rights, inspiring them to stand up for the rights of other children and young people around the world, and strengthening their knowledge and understanding of children's rights.

If the children and young people you are working with would like to get more involved in this campaign than just the activities we've provided through OutRight, and if they would like to work on this issue with us over a longer period of time, or in more depth, please get in touch. We would love to tell you about additional opportunities!

- You can find more ideas and tools for children and young people to use in our Youth Advocacy Toolkit: [unicef.uk/YouthAdvocacyToolkit](https://www.unicef.uk/YouthAdvocacyToolkit)

There are some great examples of children and young people using their voices to speak out on climate change. Why not have a look at Voices of Youth, Unicef's global blogging platform: [unicef.uk/voicesofyouth](https://www.unicef.uk/voicesofyouth)

Glossary

Duty-bearers are adults who are responsible for making sure rights are met. Duty-bearers of children's rights include teachers, social workers, the police and the government.

Rights-holders are people who have rights. Children have rights that are set out in the UN Convention on the Rights of the Child.



A young campaigner at a Unicef UK Clean Air Action Day in London.

SHARE WHAT THE CHILDREN AND YOUNG PEOPLE TAKING PART IN OUTRIGHT ARE DOING

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We are always really excited to see and hear how you and the children and young people you work with are getting involved with our campaigns! It really helps us to fulfill our mission to promote children's voices. There are lots of ways you can get in touch:

- You can email us at outright@unicef.org.uk
- If your policies permit you to do so, record consent and share photos and messages on social media tagging [@UNICEFuk_action](https://twitter.com/UNICEFuk_action) on Twitter or [@unicef_uk](https://www.instagram.com/unicef_uk) on Instagram, using the hashtag [#OutRight4Climate](https://twitter.com/OutRight4Climate)

 [@UNICEFuk_action](https://twitter.com/UNICEFuk_action)

 [@unicef_uk](https://www.instagram.com/unicef_uk)

FACILITATING OUTRIGHT BOTH OFF- AND ONLINE

Just as in previous years, the OutRight activities will develop young people's knowledge of an issue within a rights-based context and lead them through a progression of activities that will steer them to take part in a local or national advocacy action.

This year has been challenging for children and the whole education sector but we hope, by making the OutRight campaign more flexible, we can deliver an exciting, relevant and empowering series of work based on one of the defining issues of our times.

While creating this pack, we have kept in mind that the contexts facing teachers and youth workers could vary over the course of the OutRight campaign. So we have developed the OutRight 2020/21 resources a little differently this year.

We will send you, or the person who initially signed up to OutRight, regular emails that will include a link to our website where you can download the latest set of activities and facilitator notes.

We also plan to provide a series of live webinars and surgeries with policy, advocacy and children's rights experts at Unicef UK to inspire children and young people to act on climate change. All the resources will be available on our website at:

[unicef.uk/outrightclimateresources](https://www.unicef.uk/outrightclimateresources)



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- **In a face-to-face setting**, we envisage that the PowerPoint pack can be used on a white board with an adult facilitating the session using the PDF facilitator notes.
- **For home learning**, we will plan for you to be able to share the PowerPoint pack with children and young people to use at home, with direction and guidance provided by you. If you are a Rights Respecting School, you will recognise this approach from Article of the Week: [unicef.uk/AoW](https://www.unicef.uk/AoW)

As above, we will provide facilitator notes to support you through the activities.

WHAT IS CAMPAIGNING?

Campaigning, activism, advocacy, speaking up, using your voice, protesting, raising awareness and making an impact in your community...

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These are all about change and how, together, we can achieve the changes we want to see in our local communities, our country or across the world.

In a sentence: Campaigning is about taking specific and organised actions (like taking part in OutRight!) to bring about positive change on an issue, and influence those in power to act.

WHY CAMPAIGN?

Children and young people have an important role to play in campaigning to create change. Their voices matter and they have the right to say what they think.

Campaigning on issues that affect them can make a real difference to children and young people in the UK and around the world. By signing petitions, making videos, writing blogs, speaking to their local representatives and local newspaper(s), young people can show those in power just how much they care about children around the world.

UN Convention on the Rights of the Child: Article 12

Every child has the right to say what they think in all matters affecting them, and to have their views taken seriously.



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Families take part in the Unicef UK Action Day

© Unicef

SPREAD THE WORD

Word of mouth is a very powerful tool: why not try one of these effective actions?

- **Tell five others:** Challenge the children and young people you work with to tell five others what they've learned about climate change and how it is affecting us here in the UK, as well as around the world. Telling cousins, siblings or friends who go to different schools or live in different areas is a great way to raise awareness.
- **Present your work:** Create a short presentation or poster about the work you're doing in your school/organisation on climate change to share with other schools or youth groups in your area. Your group could even share it with local businesses and decision-makers too.

CONTACTING DECISION-MAKERS

Members of Parliament

The UK is split into 650 areas, or constituencies. Each constituency is represented by a Member of Parliament (MP). An MP's job is to represent the people in their constituency in Parliament, on both national and local issues.

Members of the Scottish Parliament and Assembly Members

If you are in Scotland or Wales, then your group should also contact your Member of the Scottish Parliament (MSP) or Member of the Welsh Assembly (AM). Many issues affecting children's rights are devolved issues, so the respective governments can and should take action.

Local councillors

Your group can also contact your local decision-makers who represent you at your local council. Local councillors are elected to represent their constituents (people who live in their constituency) on a range of local issues and can play an important role in ensuring services (things like education, policing, transport) are set up to support you and your local community.

HOW DO WE FIND OUT WHO THEY ARE AND GET IN TOUCH?

Once you have decided the most appropriate level of representative to contact, your group can find and contact your MP/MSP/AM and local councillors in two easy steps:

1 To find out who your MP/MSP/AM or local councillor is, simply type your school or organisation's postcode into the search box on the following websites:

- MPs – [unicef.uk/FindYourMP](https://www.unicef.uk/FindYourMP)
- MSPs – [unicef.uk/FindYourMSP](https://www.unicef.uk/FindYourMSP)
- AMs – [unicef.uk/FindYourAM](https://www.unicef.uk/FindYourAM)
- Local councillors – [unicef.uk/Councillors](https://www.unicef.uk/Councillors) or visit your local council's website, which is easily done through any search engine.



Standing up for children's right to be safe.

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2 You can then decide how you want to contact your local decision-maker.

Why not invite them to see the work you've been doing, or send them a letter or email to highlight the children's rights issues that matter to your group? You'll find some inspiration throughout this pack!

When you contact your local decision-makers, it's always best to address them as Mr or Ms. Although the children and young people you work with won't be able to vote if they are under 18 years old, as a constituent, it is your local representatives' job to listen to what the group has to say and address your concerns. Age is even likely to be an advantage: decision-makers are often really impressed and inspired when they see young people seeking to make the world a better place.

Before you contact your local decision-maker, it is important to think carefully about what you're asking them to do:

- Politicians like it when you come to them with a clear plan of action for what you would like them to do. It's great to be passionate about an issue but your group also needs to have an idea of what the solution to the problem is and how they can help achieve that solution.
- For example, you might want your decision-maker to raise the profile of your group's issue. They could do this by raising the issue with a Government Minister or by speaking in a debate about the issue. You might want a politician to spark change. This could mean actively seeking to change the law, change their personal views, or their political party's approach to an issue.

CONTACTING YOUR DECISION-MAKER



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Step 1: Write a letter or email to your decision-maker explaining your request.

Your group might want to invite them to visit your school/organisation and see the work you have been doing. As part of this, remember to include why this issue or visit is important to your group. Make sure you remember to make it clear that your school/organisation is in their constituency. It is also really helpful to try and make the request as local as possible – remember, it's the decision-maker's job to represent the concerns of local people. It might also be a good idea to mention ages of the group, or class year; young people have powerful voices and decision-makers are often inspired and encouraged to hear from them!

Step 2: Arranging the meeting.

Decision-makers are often very busy and they receive a lot of emails, calls and letters so you might have to wait a little while for a response. If your group hasn't heard back within three weeks, you might want to call their office to follow up with them and arrange a time for the visit or meeting.

Step 3: Meeting your decision-maker.

Make sure you are well prepared in advance and have a clear plan of how you want the visit or meeting to go. It's also important to remember to be personal and polite – explain clearly why you feel strongly about this issue and, even if you disagree with your decision-maker's approach, it is important to remain calm so you can explain your position clearly and ensure your voice is heard. Remember to ask the decision-maker questions about their work and their views, which might help you build a good relationship with them. And finally, make sure to say thank you for their time at the end of the visit or meeting. You might also want to take a picture with them and use this to remind them of the actions they may have promised to take on your behalf.

Who has the power to change the issue you are campaigning on?

The Government has the power to put children's rights at the heart of all its work. Your group can share its views with the Government to help make sure that children's voices are listened to and acted upon. By meeting their local MP and telling

them about their concerns regarding issues that affect them, children and young people can help us build support to ensure the UK Government prioritises children's rights here in the UK and around the world.

Invite your MP to visit your school or group

An effective way of raising your concerns with your MP is to tell them in person. Your group could write to the local MP and invite them to a school assembly, lesson or group meeting where children can show them the work they have done through OutRight. In your group's invitation letter, make sure you remember to tell your MP about the event you are inviting them to and what they will see. Your group could also offer to show them the work they have produced, explain what they've learned and how it made them feel. When your MP visits, children can also ask them questions about what they think about children's rights and how your MP is going to help the campaign.

TOP TIPS

MPs like to receive invitations in plenty of time. A visit will usually take place on a Friday as that's when MPs go back to their local areas. When they visit, your group can tell them personally what issues are important to them:

- Ask your MP to contact the Prime Minister and relevant Ministers, including the COP26 President, to highlight your group's concerns about climate change. Then ask them to let you know once they have written or spoken to them and to share the response they received.
- Ask your MP to continue to support your group's campaign by speaking about it in a debate, or by asking a question in Parliament to the Prime Minister and relevant Ministers.
- You can learn more about how to engage political decision-makers here: [unicef.uk/YouthAdvocacyToolkit](https://www.unicef.uk/YouthAdvocacyToolkit)

CONTACTING YOUR DECISION-MAKER

Sometimes, it's a business practice that you might want to influence...

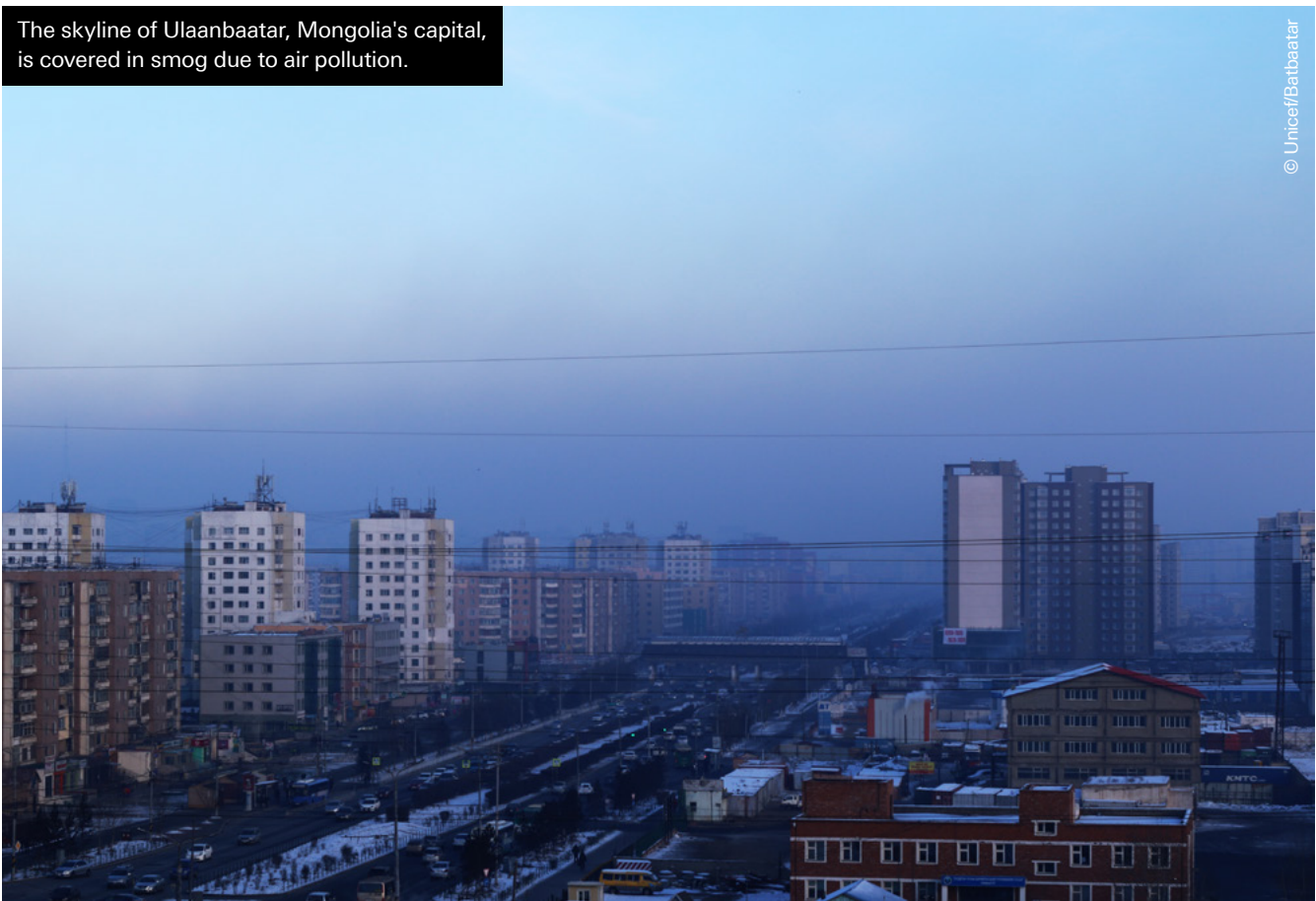
Unicef has worked with governments and many organisations over the years to build better businesses for children – businesses that are committed to respecting and supporting the rights of children. We do this by working in partnership with businesses, and other stakeholders, to drive positive social impact and change for children.

Business activity is the source of significant environmental damage that affects children's rights. Nearly every business sector is directly or indirectly involved – in the production, use, release and disposal of hazardous substances, the extraction of resources or other types of environmental impact. Children's rights are affected by current business operations but are also impacted by the legacy of past activities and potential future harm too.

Business impacts on children's environmental rights can be local, national or global, as in the case of the major carbon polluters. Furthermore, businesses have economic, social and cultural impacts on children's lives. The communities affected by corporate abuses often belong to marginalised groups of society and find it hard to make their voices heard. However, industries can contribute greatly to the improvement of environmental conditions and work towards sustainability. The business sector therefore plays a key role in addressing environmental harm that interferes with the enjoyment of children's rights.

Respect for children's rights is the minimum required of business. If the children and young people you're working with identify an issue they feel is being caused or affected by business or industry, we'd encourage them to think about how they can raise their concerns with them as well as with political decision-makers.

The skyline of Ulaanbaatar, Mongolia's capital, is covered in smog due to air pollution.



© Unicef/Batbaatar

Businesses can and must change their own practices to ensure respect for children’s rights and they have the power to influence other businesses to do the same. Businesses can also make their voices heard with the UK Government and support it to put children’s rights at the heart of its action in the UK and globally.

If the children you’re working with have identified a business they want to talk to about climate change and children’s rights, they can reach out to them to make their views heard and ensure the business takes action on the issues raised.

- Businesses that have websites and are large in size will likely have a page dedicated to **'Sustainability'** or **'Corporate Responsibility'** or **'Corporate Social Responsibility (CSR)'**. This is where one can find information about what they are doing in relation to the environment and other rights and how to contact them about this work. Children can also write to businesses individually, with a letter or an email. For example, Ruby, a Scottish nine-year old, wrote a letter of complaint to a catalogue company about their clothing options for boys and girls, pointing out that the captions suggested that girls were not able to do all the things that boys could. Eventually the company responded and promised to share her letter with all departments.²
- Children can also contact an industry association, which is a network of businesses working in the same area, if the children you are working with want to talk to a group of companies belonging to a sector that is identified as relevant for climate change. For example, the **British Retail Consortium (brc.org.uk)** is the association of businesses working in the retail sector.
- Children can also contact the local **Chamber of Commerce (britishchambers.org.uk)** or check whether there is a local business network or group that brings together companies working in your community.
- Businesses often receive a lot of communications and requests. If children do not receive a response, they can try to send their message again. Ask friends to send the same message too.
- Businesses are sensitive to their public image. Sharing the children’s letter through social media and tagging the company may help to get a response. If they do reply then share that too to help promote positive action and hold them to account for their promises.

When talking to businesses about children’s rights and climate change, the children you’re working with might want to explain:

- Why this is important to them and how it affects their rights
- The reasons they want the business to take action and the role they think it plays in climate change
- What they want the business to do: this could be about the business doing something differently, supporting the children’s campaign or talking to other businesses so they can also change the way they act
- How other companies or organisations are tackling climate change as a positive example to follow

Young people from Za'atari Refugee Camp in Jordan discuss climate change innovations.



2 See cypcs.org.uk/wp-content/uploads/2020/02/promote-protect-defend-child-human-rights-defenders.pdf, p16.