

## 2018 theme – Year of Young People

Keep Scotland Beautiful has chosen to tie in with the Scottish Government's 2018 theme of 'Year of Young People' (YoYP) across all of our work and activities this year. We have also chosen it as a focus for groups taking part in Beautiful Scotland and It's Your Neighbourhood.

### Background

The aim of the YoYP is to inspire Scotland through its young people (up to the age of 26), celebrating their achievements, valuing their contribution to communities and creating new opportunities for them to shine locally, nationally and globally.

Through engagement and consultation, six key themes have been developed by young people which all activities during the YoYP will be based around. The themes are: Culture, Education, Enterprise and Regeneration, Equality and Discrimination, Health and Wellbeing and Participation.

You can find out more about the YoYP and what it's all about [here](#) and find out about the six themes [here](#). There are also links to funding and a toolkit you can make use of [here](#). Other funding information [here](#).

### Beautiful Scotland and It's Your Neighbourhood YoYP

Every group will be sent a packet of sunflower seeds to get them started, but we would love to hear your plans and for you to share your projects and stories of everything you do to celebrate this theme. Please email [beautifulscotland@keepsotlandbeautiful.org](mailto:beautifulscotland@keepsotlandbeautiful.org) throughout the year, and share through our social media channels @ksbscotland - you never know who you might inspire.

[Please do email 'before' and 'after' photos of your seeds: being planted, growing (perhaps have a sunflower growing competition), full bloom, harvesting, hanging dried as bird feeders etc. and record any visiting bird species to share with us – make sure to also include all the young people involved in your photos].

Here are a few ideas for inspiration (thank you to all of the 2017 groups who contributed):

- Ensure you have young people in the driving seat: use the six themes to structure your activities through the year and ensure that young people are involved in the planning and decision-making process (it's a real leap of faith but don't be afraid of young people giving your group ideas you hadn't thought of but they could deliver).
- How to find your 'young people' audience: local schools (eco-committee/school council/secondary schools – target Humanity, Geography, History, Modern Studies, Home Economics departments), other community groups, uniformed groups, youth clubs, Climate Challenge Fund groups, use social media to reach out (get a young person to help you set up facebook/twitter/instagram and then to write posts for your group), work with youth volunteer organisations such as [Barnardos](#) or [Project Scotland](#). Remember to think about young people – up to the age of 26 - working in local businesses.
- Local heritage projects – intergenerational work to explore local history.
- Encourage young people to take part in our [Young Reporters Scotland](#) competition – get them to talk about and/or photograph/film the environmental issues they care about in their community (they could provide your group with free publicity!).
- Use the [Place Standard Tool](#) with young people to discover how they see your community – compare findings with other groups.



- Promote the free [‘Creating a More Inclusive Future for Youth Volunteering’](#) Conference on 14 March to young people in your community – it’s a ‘conference for young people, by young people’.
- Tie in with [International School Grounds Month](#) in May: [www.internationalschoolgrounds.org](http://www.internationalschoolgrounds.org)
- Take part in the 2018 [RHS Greening Grey Britain – Community Action](#)
- Lots of schools want to grow things but are stretched for time and often don’t have the community connection – YoYP is a good link. Check out our Eco-schools [map](#) for schools in your area. Help schools create a community garden and register with It’s Your Neighbourhood for recognition.
- Tie in with [Duke of Edinburgh Award](#) (in most schools) and [John Muir Awards](#) – both have a level of service that young people have to carry out.
- Host a [One Planet Picnic](#) for the young people in your community.
- Support a local school to take part in our [One Planet Picnic Pocket Garden design competition](#) and help them get their creation to the national Gardening Scotland event in June.
- Use the [‘Love our Ladybirds’](#), [‘Plant a mini orchard’](#) and [pollinator resources](#) from Central Scotland Green Network Trust; or the [Children and Schools resources](#) from Buglife.
- Bulb planting and weeding sessions.
- Dedicate a section of your community garden to young people or given them planters to be responsible for – let them ‘own’ them and make the decisions.
- Carry out some of your group activities at the weekend so young people can join in.
- Let young people create a Christmas Tree trail.
- Get young people to carry out citizen science surveys, for example, bird surveys for [BTO/RSPB](#), monitor bug hotels to find out what species are using them (send findings to [Buglife](#)).
- Link up with your local school Gardening Club and offer to run simple sessions with local playgroups and nurseries.
- Getting young people involved in planting for wildlife, making ‘beasty’ wild corners in gardens and hands on composting with tiger worms are always popular.
- Share good practice and gardening advice.
- Hold a day of crafts, painting stone produce markers, decorating plant-pots etc.
- Ask young people to be on the fund raising committee for organizing events.
- Organise a clean up / litter audit for all ages to get involved – monitor the findings and create recycled art sculptures.
- Host literary events in parks and free spaces, hold fun days, teddy bear picnics, fungi events and family days.
- Hold a poster competition for a local environmental campaign – display winning entries in vacant shop windows.



If your group has a Facebook page or Twitter account, please link up with us so we can ‘like’ and help promote the work of your group. Our Twitter is [twitter.com/ksbscotland](https://twitter.com/ksbscotland); and our Facebook page is [www.facebook.com/KSBScotland](https://www.facebook.com/KSBScotland). Please use #BeautifulScotland or #ItsYourNeighbourhood to help spread the news of the celebrations. You can also link into YoYP celebrations by using #YOYP2018.

