

OUR THEORY OF CHANGE



FOR PEOPLE TO BECOME FULLY ENGAGED, ACTIVE CITIZENS THEY NEED TO BE **MOTIVATED** AND **ABLE** TO TAKE ACTION TO SOLVE PROBLEMS AROUND THEM

Motivated:	I see a problem I care about it I believe I can make a difference	1. Awareness 2. Empathy and social responsibility 3. Belief
Able:	I have the skills to make a difference I have access to people and money	4. Capabilities 5. Resources

All our activities are designed and facilitated to develop these five building blocks of active citizenship.

Our focus for building empathy is to enable young people to understand other people’s perspectives by bringing them into direct contact with others who live very different lives or those working with them.

We build belief in several ways:

- » Giving young people a positive first hand experience of making a difference to others (this requires a balance of empowerment and facilitation).
- » Enabling young people to draw strength from others with shared values by being part of a wider movement (for example through regional events).
- » Using Envision graduates and other young change makers as ambassadors to show through example what is possible.
- » Providing ongoing support from mentors and engaging experts to validate and recognise success.

ENVISION CAPABILITIES



TEN PRINCIPLES FOR THE DESIGN AND DELIVERY OF EFFECTIVE PROJECTS

1. **Make it easy to get involved:** Our activities and experiences are free to young people and accessible. We go to young people, rather than expecting them to come to us (e.g. use schools and youth centres as hubs).
2. **Appeal to personal motivators:** We engage young people, who are often not initially motivated out of a sense of social responsibility, by appealing to other drivers including: belonging (social mixing); fun and the opportunity to demonstrate to future employers/university the competencies and skills to compete for jobs/study. Our activities are designed to deliver these personal benefits.
3. **Make it relevant:** We engage young people by starting with the issues they care about (using the assumption that everyone cares about something). Where possible we empower them to select the social or environmental issue they wish to tackle, but where issues are specified, they should be of known concern to young people.
4. **Bring issues to life:** We develop social responsibility by bringing young people into closer contact with social problems, either by seeing them directly or by hearing from people with first-hand experience.
5. **Learn by doing:** We develop young people's competencies, including the belief they can make a difference, through practical experiences.
6. **Facilitate learning:** Young people need to be supported to reflect upon their learning and identify how to apply it to other situations. Our facilitation includes an element of provoking and inspiring, as well as reflecting and supporting.
7. **Value passion:** We select staff and volunteers because they have a genuine passion for social change and civic action, as well as an ability to facilitate young people's experience.
8. **Give genuine ownership:** We empower young people to take decisions and responsibility for how their projects are designed and delivered. We allow them to make mistakes and resist funding arrangements which specify outcomes that act against this.
9. **Build social capital:** We engage other organisations and individuals in delivering our activities and support young people to build their networks.
10. **Offer a sense of belonging:** We give young people a sense of being part of a wider movement for social change and enable them to feel connected to this community and draw inspiration, support and ideas from it.