

TFN Impact Report

Name of your Organisation:	Action for Conservation
Date of TFN event which you pitched at?	18/06/18
Name of the project TFN funded:	Core programmes; WildED, Conservation Camps, Ambassador programme & Systemic Change
Were you able to undertake your project as you outlined in the application?	Yes
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>The funding we received from TFN members towards core costs has allowed us to scale-up our existing three-part programme across the UK and begin to create systemic change in the wider environmental sector. Over the last year we have run our WildED workshop programme in secondary schools with high levels of disadvantage in Bristol, Cardiff, London, Liverpool and Manchester, expanding on our previous method of delivery and reaching more young people. We ran three residential camps at National Trust sites in the UK: two summer camps based in Pembrokeshire and one spring camp in the South Downs National Park. Our Ambassador Programme has continued to thrive and take shape; we are seeing the immense value of long-term mentoring and our students are consistently driving change across the sector.</p> <p>WildED School Workshop Programme - Our WildED secondary school workshop programme, led by young conservation professionals working in the field, supports students in designing and delivering their own environmental projects that positively impact biodiversity, increase connection to nature and build soft skills. Final Dragons' Den-style events bring competing school teams together to battle it out under the watchful eye of our panel of expert judges. This year, 110 WildED student group projects were completed across 25 schools, in which an average of 41% of pupils are in receipt of pupil premium, from tackling school waste, to creating wildlife habitat and campaigning on air pollution. 107 of these projects showed the attainment of key skills and environmental knowledge, and 66 projects demonstrated measurable change. Of the 568 students who participated in WildED over the past 12 months, 87% identified an increase in their understanding of conservation, 71% identified an increase in their environmental awareness, 66% identified an increase in their awareness of conservation careers and 84% identified more knowledge of environmental issues and solutions for tackling them in post-programme surveys. 24 winning teams presented in three Dragons' Den events across the country, attended by 411 students and teachers, which were hosted by sector professionals such as Hannah Stitfall (wildlife filmmaker and presenter for BBC Earth and Springwatch) and Patrick Ayree (biologist, presenter and filmmaker). The support from TFN members has allowed us to expand our WildED programme considerably. Whilst we were slightly</p>

TFN Impact Report

delayed in hiring a Programme Coordinator for our North West hub, meaning our transition to a year-round model of delivery in each of our key regions was a term behind schedule and resulted in slightly lower student numbers, we still exceeded our target number of student projects supported. As a result of TFN member support, we have now built a strong foundation for the programme and we are seeing high levels of school retention. We are on track to work with over 1,400 students in the coming year, in line with our ambitious expansion plans.

Residential Camps -

Our residential conservation camps give smaller groups from a mixture of backgrounds transformational experiences in nature and work in more depth to build the youth environmental leaders of the future. This year, 38 camp participants connected with nature through mindfulness activities, natural history walks and hands-on conservation work with rangers whilst developing the skills to take action locally through workshops delivered by experts from The Nature Conservancy, Wildlife Conservation Society, WWF, Blue Marine Foundation, Gaia Foundation and many more. Following the three camps delivered at National Trust properties across two regions this year, 92% of the participants identified an increase in their understanding of conservation, 92% identified an increase in their awareness of environmental issues, 92% identified an increase in their awareness of conservation careers and 89% said they had more knowledge of environmental issues and solutions for tackling them relative to pre-camp survey measures. 37% of camp competition entries received were from Black, Asian or Minority Ethnic (BAME) individuals, with 48% of camp attendants identifying as BAME. The support from TFN funders has been instrumental in enabling us to deliver our first camp in the South East, giving a life-changing opportunity to twelve young people from the region. Next year we will run three camps in National Parks across North West England, South West England and Wales and South East England, supporting 39 young people to build transformational connections to nature and a peer group of fellow passionate young environmental leaders.

Ambassador Programme -

Following our camps, participants joined our one-year Ambassador Programme of mentoring, support and further events and training sessions which empower them to lead change in their own communities and become powerful youth voices for nature nationally. 64% of our Ambassadors have attended at least one of our reunion events so far this year, which have included a campaign training workshop, a launch event bringing together new and old Ambassadors, Chris Packham's Walk for Wildlife to demand governmental action on our ecological crisis, hands-on volunteering with the Blue Marine Foundation's native oyster restoration project and a futures training afternoon with a Senior Strategy Advisor at the

TFN Impact Report

Department for Environment, Food and Rural Affairs (DEFRA). Many of these events have led to exciting opportunities for our Ambassadors. For example, the DEFRA training event allowed our Ambassadors to explore what their futures could look like if we made major changes to our environmental, political and social systems – and what the consequences could be if we didn't. Their ideas were captured on video and then shared with the Science Advisory Council in March and will be used to advise the Natural Environment Research Council on their strategic research programmes. So far we have seen our Ambassadors deliver over 200 actions in their local communities, such as speaking at international conferences, setting up youth ranger groups, creating lesson plans, writing blogs, challenging their local councils, driving systemic change in government to shape youth conservation practice and of course, helping us to raise nearly £20,000 at fundraising events. 184 of these actions demonstrated clear evidence of environmental knowledge acquisition, 163 actions demonstrated key skills attainment and 133 demonstrated measurable change by engaging others or directly impacting nature.

Systemic Change -

We are also working to create systemic change to support our work on the ground engaging young people in conservation. This area of work includes developing and advocating for mechanisms that put young people at the heart of positive environmental change and decision-making within NGOs and Government in order to shape policy, change conservation practice and create space for a national youth conservation movement. We have had an impact in the following areas:

1. Building partnerships to scale up our work to empower more young people to take action for the environment. We have built numerous relationships with partner organisations to support the delivery of our programmes, ensuring that our work is embedded within the sector, we don't duplicate existing work and young people can access and contribute meaningfully to local initiatives across the sector.

2. Developing mechanisms for young people to make their voices heard on issues of national significance to influence Government policy. Having successfully pushed, among other organisations, for the inclusion of young people within the Government's 25 Year Environment Plan, we have subsequently joined the steering group for the #iwill campaign, led by the youth social action charity Step Up To Serve, which links to the Government's 2019 Year of Green Action (YOGA). Three of our Youth Ambassadors successfully applied to become #iwill Ambassadors, and one of them co-chaired the launch of the campaign at the Zoological Society of London in January, attended by the Secretary of State for Environment, Food and Rural Affairs. As part of our commitment to the campaign we organised a youth event for young people across the South West, alongside the Natural History

TFN Impact Report

	<p>Consortium, to enable young people to drive discussions and make recommendations for how the key issues identified for the YOGA should be communicated. Our Ambassadors led this event and the recommendations that came from it were shared with the Secretary of State via civil servants who attended. We are now working to build consensus behind a more holistic approach that gives young people a central role in the environmental watchdog that will be set up post-Brexit and in contributing to periodic revisions and monitoring of the 25 Year Environment Plan through the creation of a youth advisory panel within DEFRA. Our Chief Executive was invited to give a talk to 70 DEFRA staff on our approach and the above ideas as part of <i>'The Greenhouse: a series of seminars with some of the United Kingdom's leading experts and personalities'</i>.</p> <p>3. Supporting large conservation NGOs to embed strong youth engagement practices in their work and create opportunities for young people to help shape their direction. Our Chief Executive gave the keynote talk at the EUROPARC Conference in the Cairngorms to 600 people from across European National Parks, which has led to fruitful discussions with the National Parks Partnerships and several UK National Parks about youth involvement. We have discussed and made the case for youth trusteeships with senior staff at five large environmental NGOs, all of which are considering or have now set up youth advisory boards and youth trusteeships. Our Ambassadors have successfully applied for positions where these have become available.</p>
What portion of the project did TFN fund?	6%
How many direct beneficiaries did the TFN funded project reach?	606
How many indirect beneficiaries did the TFN funded project reach?	452,538
Were you able to leverage further funding as a result of TFN support?	Yes
If yes, how much were you able to raise and from whom?	Attending the TFN event and subsequently receiving a grant assisted us in our fundraising goals for the year, as we were able to include this information on fundraising applications which resulted in additional funding from other sources. See future details under the 'Significant Changes' section below.
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	Yes

TFN Impact Report

<p>If yes, please can you provide details of the support you received?</p>	<p>Whilst at the event I was introduced to several other funders, which we have since made contact with and hope to submit applications to.</p>
<p>How important was TFN funding in helping you achieve your objectives?</p>	<p>We wouldn't have been able to achieve our objectives without TFN funding</p>
<p>Since presenting at TFN, has your organisation undergone any other significant changes?</p>	<p>Building on the successes of our existing delivery programmes and our systemic change work, we feel it is the right time to initiate one or more ambitious, innovative and large-scale projects that will act as exemplars of youth-led action to Government and NGOs, grow the number of young people that we work with and drastically increase biodiversity through progressive conservation approaches. These projects will be central to our efforts to catalyse a movement of young people empowered to take action for the natural world and create positive grassroots impact.</p> <p>This year, we will be launching a new project on a 2,000 acre estate in the Brecon Beacons National Park in Wales. In partnership with the farming community and the Penpont Estate, we will put young people at the heart of this ambitious project to increase biodiversity, restore ecological function and produce food sustainably. We have already selected a Youth Leadership Group from our Youth Ambassadors and organised our first site visit in March, which included stakeholder meetings and project visioning. Given our commitment to youth leadership from the outset, over the coming year we hope to develop a detailed project plan through a consensus-led approach and collect baseline data that will inform the future nature restoration efforts at the site. As we demonstrate the success of this model we will look to expand the approach and work with other partners elsewhere in the UK.</p> <p>Funding from TFN members has enabled us to grow our programmes and our impact, but it has also enabled us to leverage further funding. We have secured 5-year unrestricted core funding from the Esmee Fairbairn Foundation and multi-year grants from other charitable trusts and foundations. We are now on track to implement our five-year growth strategy to expand all of our core programmes across England and Wales, increasing the number of opportunities for over 12,000 young people to connect with nature and take action to protect it, strengthening the connections between our programmes and the ladder of opportunities that they provide as well as to local partner conservation organisations that can provide additional opportunities for young people. By 2024, to support the growth of our projects across the UK, we aim to create four Action for Conservation hubs across the UK (in London, Manchester, Bristol and the North-East). Over this last year we have set up offices in both London and Manchester and we will soon do so in Bristol. We have also hired a Programme Coordinator for the North West region and a Finance and</p>

TFN Impact Report

	<p>Grants Officer to support the Chief Executive. Support from TFN members has therefore been critical in a year of rapid growth both in terms of our programmes and our organisational infrastructure.</p>
<p>Do you have any other comments or feedback on the experience of the TFN process?</p>	<p>Being part of the TFN experience has been absolutely fantastic and we are so grateful for the opportunity. I hope I have demonstrated how the support of TFN members has allowed us to scale our work over the past year and empower young people to lead meaningful action for nature.</p>
<p>Can you tell us any personal stories to highlight the value of the project?</p>	<p>Ambassador Programme participant Lily is passionate about the issue of plastic pollution. When she joined the Ambassador Programme, Lily was struggling to influence her peers on the subject, so we supported her to create an imaginative and impactful video using his artistic flair that has been viewed over 160,000 times on twitter. Her video led to requests for interviews on local radio, communications support from national marine conservation charities and a local business changing their policy on single-use plastic. The video can be viewed here: https://vimeo.com/257862568. Her success with this led her to create a second video focussing on biodiversity loss and the Tansy Beetle, which has now been viewed over 450,000 times on social media. It has been used as an educational resource by numerous teachers and been shared through the newsletters of other charities such as Greenpeace and online by conservationists, celebrities and young people.</p> <p>Princess joined one of our residential camps in Pembrokeshire in 2017 and participated in our Ambassador Programme for the year following. She has led a fantastic array of projects, including joining the TFN pitch event last year to answer questions from the audience, and is flourishing as an environmental leader. She co-wrote and starred in a video about plastic pollution that opened the international Klosters Forum in Switzerland, contributed to Government research on environmental volunteering and spoke about her experience for a film they created, successfully applied to be an #iwill Ambassador and is now contributing to plans for the 2019 Year of Green Action as part of this group. She was appointed our second youth trustee last summer. "I don't see any point in delaying creating change in the environment as it soon may be gone. Time is scarce and should be used wisely."</p> <p>Amelia made it to final WildED Dragons' Den event in London in 2017 with her a fantastic project that utilised old pencils to build bird feeders. Motivated by this experience, Amelia successfully applied for our summer camp in summer 2018. She made huge contributions on camp and came away ready to drive change in London. We organised a work placement for her at the Bat Conservation Trust, where she impressed the team with her creativity and efficiency and wrote a blog that will be published in their newsletter. She joined us on the Walk for Wildlife and at our Ambassador event in the autumn, joined</p>

TFN Impact Report

	<p>our campaign training webinar, has collected rubbish in her local river, convinced friends to apply for camp and continued to work on her WildED project. She is also now a part of on London Wildlife Trust's Keeping it Wild Young People's Forum after we shared the opportunity with her via our Ambassador Newsletter. "I am motivated by knowing the bigger effects my smaller outcomes can make."</p>
--	---