

Introduction

Now entering its fifth year, Active Citizens continues to develop leadership and peace building skills in young people and in ever more challenging contexts. I would like to take this opportunity to share some of the inspirational stories and successes from the programme over the past year, and tell you a bit about our plans for the future.



Active Citizens has reached hundreds of thousands of participants (50,000 this year alone), who have gone on to to volunteer and work towards positive change in their communities. This valuable work has been delivered through hundreds of civil society organisations, who share with us a common belief in the positive effects of breaking down barriers between people and cultures. Turn to page 22 to see some statistics on reach and impact.

The power of the programme lies in its content – the 'Learning Journey' which all participants go through to become Active Citizens. Informed by research, it is adapted to suit the local context, making it as effective in the rural villages of Pakistan and South Sudan as the urban neighbourhoods of East London and New Delhi. The case studies on pages 6–15 contain some inspirational stories which came out of the programme in 2012–2013.

Of course, none of this would be possible without our partners, who have funded the programme to the tune of £3 million. The Department for International Development, the Foreign and Commonwealth Office, the Arab Partnership Fund and the European Union (to name a few) understand the benefits the programme brings, from community cohesion to conflict

prevention. They also know that because of the British Council's well established networks and wealth of experience, we are best placed to deliver a programme of this nature.

Looking to the future, we realise the importance of keeping Active Citizens relevant and reactive. With that in mind, we are looking to adapt our existing content even further, so it addresses the needs of more segmented groups and contexts, such as fragile states and vulnerable women and children. This work will be informed by research projects, undertaken on a local level by our regional teams and partners.

We have great faith in the contribution that the programme makes in empowering and creating a sense of social responsibility in young people in deprived communities throughout the world. We have been lucky enough to see the results for ourselves, and through this report we would like to share the inspirational work Active Citizens around the world have done and are doing right now.

Radha Nair

Director, Active Citizens

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Editorial

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Active Citizens can be adapted to suit the needs communities across the world, from South London to South Sudan. Below are the nine stages which we go through to ensure the programme keeps its core values but remains relevant, no matter where it is delivered.

How Active Citizens Works

National strategy

National priorities are identified and developed with strategic partners, e.g. government departments or civil society organisations. Programme themes are then aligned with priorities.

Social Action projects

The Active Citizens use their new knowledge, skills and networks to create social action projects which deliver positive change in their community.

International study visit

Selected Active Citizens visit another country to build skills, learn about a different context and generate ideas for social action projects. When they return they share what they have learned with people within their communities and beyond.

Recruitment

Partners are recruited to manage the delivery of the programme. In turn, they recruit individual Facilitators.



Induction

Delivery Partners and Facilitators attend induction workshops to familiarise themselves with the programme content and outcomes, and network with others working in the same field.

Content delivery

Facilitators deliver the Active Citizens 'Learning Journey' to participants during face-to-face sessions. The participants pick up fresh perspectives and learn skills to develop social action projects.

Research

Local research and overall programme information feeds into global research projects which set the agenda for future Active Citizens themes and priorities.

Content development

The content for the programme is developed to reflect the themes and priorities identified in the National Strategy and then further contextualised at a local level by the Facilitators.

Shared learning

Facilitators, Partners and Active Citizens share their experiences and generate ideas through online networks, social media and international platforms.

Global learning is shared locally, local learning is shared globally.



Active Citizens takes a leading role in tackling Pakistan's education emergency

Four years ago, prospects looked bleak for Shabana. Growing up in Matiari, a district in Pakistan's Sindh Province, the then14-year-old had little hope of getting an education in a region where poverty, and traditional reluctance to send daughters to school, mean that girls like her are more likely to be picking cotton than gathering knowledge in a classroom.

Things might have stayed this way had another local teenager, Fiza Faiz, not been recruited to the British Council's Active Citizens programme. Armed with the advocacy skills she learnt during her 'Learning Journey', Fiza set to work persuading her community to educate its daughters. She set up a tuition centre teaching around 110 boys and girls six days a week and went from house to house sharing her message about empowering women through study.

Shabana, now an educated 18-year-old, describes the transformation in her village. 'Females are now leaving home to get educated,' she says. 'Fiza's tuition centre provides a safe, clean and healthy environment. And most importantly, the people of our village are at peace in sending their children there'.

From small seeds...

Fiza's social action project is just one of many which are happening around the country as a result of the Active Citizens programme. ILMPOSSIBLE is one such project which grew from Active Citizens Pakistan, and has gone on to spawn a further 100 smaller projects across the country.

Started by 30 Pakistanis who went through Active Citizens training, ILMPOSSIBLE was launched in response to the government's declaration of an 'education emergency', when it became clear that Pakistan would fail to meet its 2015 Millennium Development Goals.

ILMPOSSIBLE statistics

- ⇒ 1,500 volunteers advocating for the right to education across
- Projects in more than 50 districts of Pakistan

The programme aims to raise awareness around the government's constitutional obligation to provide free education for 5 to 16-year-olds, as well as promote enrolment, with a target of getting 100,000 extra children in school by the end of 2014. From tackling corporal punishment and lobbying for funding for teachers and equipment, to reopening schools, the projects designed so far by ILMPOSSIBLE's 1,500 active volunteers have already brought significant benefits.

One teacher, Muhammad Bahadur Zafar harnessed his Active Citizens training to open two schools that bring together the religious teachings of the madrassahs and modern education.

Challenges facing Pakistan

- The population set to rise by 85 million in the next 20 years
- Two-thirds of Pakistanis are aged under 30
- Two thirds of children in the country are undernourished
- One in 10 of the world's primary school-age children who are not in education live in Pakistan

"The British Council has got an excellent reputation in Pakistan. I wanted to be involved in the report because of the credibility of the institution"

Rukhsana Rashid, a member of the Next Gernation Taskforce

'There was a lack of understanding between modern and religious education. The concept of how madrassah education spreads terrorist activities and hatred against the West has to be subtly eradicated and opening these schools is a very small step towards this change in the way most people think', said Muhammad.

Paving the way for the next generation

Before Active Citizens launches in a new country, national priorities have to be set. But what started life as an exercise to inform the design of Active Citizens, quickly gained profile and significance as British Council Pakistan initiated an unprecedented exploration of the views of young people (18- to 29-year-olds). Beginning with the Next Generation report, published in 2009, and continuing with the Next Generation Goes to the Ballot Box, published in April 2013, more than 5,000 people contributed towards the most recent survey.

The results of the surveys make for challenging reading. While a quarter of those who responded to the first survey were illiterate, half of those asked believed they did not have the skills for the modern labour market and only 33 per cent had faith in democracy as the best system of governance. This fell to 29 per cent in the 2013 report, with 94 per cent of respondents saying they felt their country was headed in the wrong direction.

However, as Next Generation Team Leader, Faiza Inayat points out, for many this pessimism went hand in hand with a strong desire to see a better future for Pakistan. 'Young people display a lot of patriotism [in the survey],' she says. 'They still have hope and think they can bring about change if their voices are heard.'

The relatively high turnout at the May 2013 elections seems to back this up. With more than 55 per cent of the population participating, the elections attracted many first-time voters, a fact which former ambassador, Maleeha Lodhi, says makes the findings of the report all the more crucial.

'This should be a wake-up call for Pakistan's policy makers and decision makers,' she says. 'One report cannot be a game-changer but it can contribute to a process that is already underway. The report does a great service in alerting our leadership to paying more attention to youth.'

Getting the nation's next generation heard is high on the agenda for British Council Pakistan, which plans to use the findings of the surveys to fuel a series of televised debates between young people and policy makers. It has also disseminated the findings widely, gaining extensive coverage across many media outlets including the BBC, The Guardian, The New York Times and The Nation.

Further reports are in the pipeline, with surveys of young people affected by violence and of young Pakistani women next on the agenda and will continue to inform the British Council's work. Faiza Inayat feels the British Council is uniquely placed because of the links it has built over 64 years working in the country.

"The British Council are seen as neutral and proeducation because we work through a network of local partners"

Maleeha Lodhi, a member of the Next Generation Taskforce

'We're seen as very neutral and proeducation because we work with such a large number of young people and deliver our work through a network of local partners,' she says. 'We have very strong partnerships'.

Back in the conflict-riven region of Baluchistan, school teacher Muhammad Bahadur Zafar agrees. 'The British Council is one of the only organisations that has come here, conducted training and developed the skills of young people,' he says. 'I have faith that I will be able to take this initiative ahead and continue to make a difference.'



Key findings from the Next Generation reports

- > 94% of 18 to 29-year-olds think Pakistan is headed in the wrong direction
- Only 29% of young people favour democracy as the best form of governance
- 50% of young people believe they do not have the skills for the modern labour market
- Only one in ten young people are in stable employment
- One third of women aged 18–29 claim to have had no education at all

"The Next Generation Report does a great service in alerting our leadership to paying more attention to youth"

Maleeha Lodhi, a member of the Next Generation Taskforce



Sowing the seeds of social action

London charity embeds Active Citizens across its programmes, sparking a social action revolution

'A lot of internships are unpaid and not everyone can afford to do them. unless they've got a family who can provide support' she explains. 'Also, you can end up just making tea, which is not what many people actually sign up for.'

Alikah is just one of 30 people given Active Citizens training by Hackneybased charity, Shoreditch Trust. After going through her 'Learning Journey' she was given the opportunity to go on an International Study Visit (ISV) to Serbia, to see social action in a different context. 'I was surprised to see similar social problems, like youth unemployment, to those we have in Hackney,' she says. While she was there she visited a local youth centre and was inspired by how they ran their youth programmes. 'They didn't just offer courses but focused on what happened next. So I took what I learned and applied it to my project. Now after the participants have finished their placement, I make sure they maintain contact with the people they shadow."

Enabling social action

Alikah had the resources and tools to make her social action project happen because of Shoreditch Trust's commitment to the Active Citizens programme. As delivery partners for the programme, it was their responsibility to train Facilitators, who in turn train Active Citizens like Alikah. However, the Trust decided the programme had been such a success that they wanted to go one step further and set up a special 'Social Action Hub' within the Trust building.

'We wanted to ensure that we had the resources in place to deliver the social "I was surprised to see similar problems in Serbia as the ones we have in Hackney"

Alikah Russell, Active Citizen

action projects, so we dedicated office space to social action, where the group could discuss ideas informally, undertake research and host events. It was all about how we continued the legacy of Active Citizens,' said Jacqui Roberts, the Trust's Chief Executive.

Shoreditch Trust also took the Active Citizens' methodology and used it to improve other programmes across its operations. 'We've taken the principles of the Active Citizens 'Learning Journey' and really embedded them at the Trust... It's just become a way of thinking for us,' said Jacqui.

Where it all began

Shoreditch Trust became involved with Active Citizens when they heard that the British Council was seeking local partners to deliver the Active Citizens programme, and saw a unique opportunity to enhance its work. As an organisation which seeks to address disadvantage in neighbourhoods across East London and beyond, it has a strong focus on promoting community leadership.

Jacqui Roberts realised Active Citizens could provide a structured learning programme for people interested in

"I think the programme worked because the British Council understood who we are, what we do and what we are trying to achieve"

Jacqui Roberts, Chief Executive Shoreditch Trust

improving their communities, as well as networking opportunities for those who wanted to create social action projects. But it wasn't until she had gone through the Active Citizens' 'Learning Journey' herself that she realised its true impact.

Jacqui and a colleague were given Facilitator Training in Calcutta, India to train them in delivering the programme and demonstrate how it can work in other contexts. When they returned, they modified the content and delivered it to 30 young people in Hackney, thereby creating a new set of Active Citizens. 'We took what we learnt from Calcutta and 'Hacknified' it,' says Jacqui.

The participants met regularly over three months to receive their Active Citizens training, gaining fresh outlooks; and the tools and skills to go off and initiate social action projects in their communities. Once the training was completed they came together, to develop social action projects, using the Trust's newly-created 'Social Action Hub'. Around ten are in development now with Alikah's project just one example of the results of the programme.

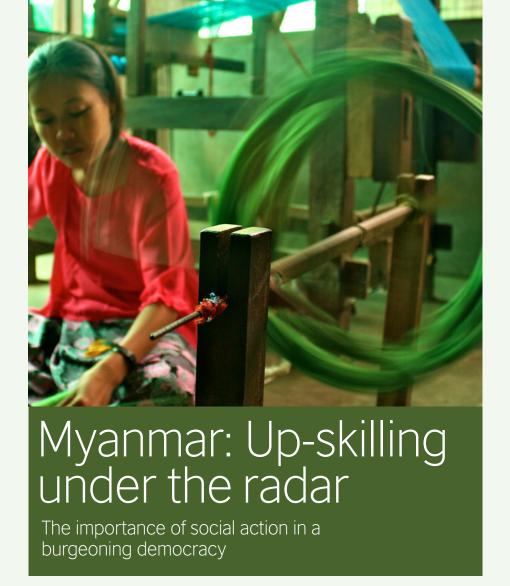
New connections

The international aspect of the programme has also been vital for the charity's outlook. As well as information gathering trips to India and Serbia, staff were given the opportunity to travel to countries such as Lebanon and Sudan to network with others working in the same field, share learning and generate ideas. 'It's opened up a global network; a whole range of pathways,' says Jacqui. 'In places like Sudan there were very serious day-to-day issues that we might not encounter in Hackney, but the tools they were using to address those issues will be just as effective.'

The British Council and Shoreditch Trust remain in close contact, keeping

'The way Shoreditch Trust has taken the Active Citizens methodology and run with it is a testament to the power and flexibility of the content. The ability to adapt it to suit any context, both in the UK and overseas, is one of the programme's core strengths' says Radha Nair, Director, Active Citizens.





Cherry Naing, 29, is speaking on satellite phone from Myanmar, and although the reception is patchy, the passion in her voice is clear. After attending an Active Citizens' International Study Visit (ISV) in the UK in January, Cherry and fellow Active Citizen Tin Nilar Aye started a social action project to teach workers' rights to the women who work in South Yangon's garment factories.

Active Citizens in Myanmar: the numbers Funding Partner: The Open Society Foundation 2500 Active Citizens 130 facilitators

'We were inspired by the women's organisations we visited in the UK. We used the Active Citizens tools in our own programme, to empower more women back home.'

In the international hunt for cheap labour, Myanmar has suddenly become a very attractive prospect. Garment factory workers are currently paid one quarter of the monthly wage of a worker in China. '90% of young people in our area work in factories and the majority of factory workers are women' says Cherry. But not many of these women know their rights. 'They work so many hours that they don't have time to find out about anything else!' Says Cherry.

Seeing a real need for women's empowerment training, Cherry and Tin Nilar created, and are now delivering, a weekly programme educating factory workers about their legal rights. Everything is covered, from how to advocate for basic holiday pay and benefits, to understanding women's rights, and all created and delivered using the skills and networks picked up from their Active Citizens training.

Their project focuses on other issues specific to the women, like how to handle sexual harassment and practise self-defence; necessary because trafficking commonly takes place outside

the factories. Tailoring the training to the women's needs is critical. 'We ask them what they want to know and listen to their concerns,' says Cherry.

The two enthusiastic Active Citizens are keen to continue their empowerment work and have identified another need – to provide conflict resolution between factory owners and their employees. The local British Council office continues to provide support through a small grant to fund the project and planning resources.

Resolving ethnic conflict

Another example of a burgeoning social action project coming out of Active Citizens is the work being done by Kyaw San Hlaing in the rural villages around Rakhine state. Kyaw is also a facilitator, who has carried out previous training. He decided to conduct a needs assessment of his local area, where discrimination and violence has been occurring due to religious and ethnic tension.

'I was teaching in the classroom and thought 'what is the purpose of doing only the workshops?' I needed to get out into the community and bring my Active Citizens training to the people.'

With the help of a British Council grant, Kyaw submitted a detailed assessment based on the extensive interviews he had conducted with local Myo Christians, Rakhine Buddhists and Rohingya Muslims, using Active Citizens training tools in workshop settings. The aim of his research was to see if he could build bridges between the religious elements within the community.

His findings pointed towards a strong degree of prejudice against engagement between mixed ethnicity groups, as well as resistance from the local authorities. His solution was to bring the community together through a sports tournament and arts project, which facilitate engagement in an informal setting.

Eventually Kyaw hopes to spread the Active Citizens ethos of community cohesion amongst residents.

Under the radar

The British Council has been operating in Myanmar since 1948 (with the exception of a short break after the coup in 1962). In 2010 the ground was ripe for a programme which helped empower community activists to make positive changes in their communities.

Active Citizens began life in the country under the name 'Connecting Communities', the combination of the words 'active' and 'citizen' being deemed too politically sensitive to be used at the time.

The original group of Active Citizens were trained by British Council Project Manager Tristan Ace, and many have gone on to become 'Master Facilitators' – individuals who train other facilitators to deliver the Active Citizens methodology in their communities. It's a diverse group; a mix of former political prisoners, activists and NGO



"We were inspired by the women's organisations we visited in the UK and used the Active Citizens tools to empower women back home"

workers, a number of whom are still delivering Active Citizens under the quidance of Tristan and his colleagues.

One of these modifications included delivering the programme in the Burmese language, when it was branched out into more rural areas in 2011. Today, facilitators prioritise local languages for delivery to give the programme a greater chance of resonating with the audience.

'Active Citizens provided us with a really robust methodology for us to back up our society work, but one that also allowed us to modify it to suit the very unique context here.' said Tristan.

The British Council office in Rangoon provides support and resources to the social action projects set up by local Active Citizens and will continue doing so until they are self-sustaining.

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PARTICIPANT FILE

1. Why did you want to become an Active Citizen?

In my local community there is an issue with youth unemployment and the associated problems. I used to be unemployed myself and wanted to help others find work, but I had no idea how to go about it. The Active Citizens programme offered me the skills I needed to make a change, as well as provide a boost to my own career prospects.

2. How did you get involved with the programme?

The charity I work for were delivering the Active Citizens programme and recommended that I receive the training, so I signed up through them.

3. Describe the experience of going through the Active Citizens training. It was a journey of learning, sharing, understanding, appreciating and valuing the differences between

It was a journey of learning, sharing, understanding, appreciating and valuing the differences between myself and the other participants

myself and the other participants who took part in the course. It has opened up a whole new network of people and organisations who want to take part in social action projects.

4. What skills did the Active Citizens programme give you? It enhanced my verbal and written communication skills, my interpersonal skills and my confidence. Now, when I conduct interviews or I am talking to colleagues at work, I know which questions to ask to get the information I need.

5. What was the biggest change you noticed in yourself from going through the programme?

I've become much more aware of the issues that affect my own community. As part of the programme I went on an International Study Visit to Serbia which allowed me to compare and contrast them with those in another country.

6. What have you achieved since participating in the programme?

I have helped the development of The Social Action Hub in the Shoreditch Trust, which is a creative workspace for setting up social action projects, some of which tackle issues such as youth unemployment. I have also been given a new role within the Trust as Programme Engagement and Training Coordinator.

7. How do you think Active Citizens benefits the local community?

The programme empowers local people to become leaders and pioneers of change where it's needed. The social action projects that happen off the back of the programme are where the real impact occurs, with lots of activities, such as volunteering and free workshops.

8. What advice would you give to anyone who is considering becoming an Active Citizen?

If you approach this programme with an open and respectful mind you will break down all barriers regardless of gender, age, religion or cultural differences. Be prepared to take action after you have gone through the training, and keep the momentum going on to your social action project.

9. What's next? What are your plans for the future?

I want to share the knowledge and skills I've picked up with a new batch of Active Citizens through being an Active Citizens Facilitator. I also want to continue to develop social action projects in the local community.

PARTNER

Shoreditch Trust

What work does your organisation do?

Shoreditch Trust is a charity which supports and empowers communities to tackle inequality and exclusion in the London Borough of Hackney and beyond. We work with young people and adults to empower them with the skills and confidence to make a change in their lives, and within their communities.

Why did you get involved with Active Citizens?

We saw a clear link between the Active Citizens programme objectives and our own objectives of community cohesion and empowerment. While applying for the programme, and reading the Active Citizens toolkit, we realised that the 'Learning Journey' had the potential to underpin our existing community leadership programmes. It was a natural fit for us.

What did Active Citizens funding allow you to do?

The funding allowed us to deliver the Active Citizens programme in a structured way, including the training of Facilitators and the development of materials for our own particular context. It also allowed us to send staff and participants on International Study Visits, which fed into our other programmes. Finally, it contributed seed funding for starting up our own social action programme.

Since partnering up with Active Citizens, what achievement are you most proud of?

Shoreditch Trust has invested in a physical space for Active Citizens to come together and develop their social action projects. The 'Active Citizens Hub' has become a permanent feature, providing resources and supporting participants to develop social action projects after they have gone through the programme. The projects being created from the hub are having a real impact on the local community and providing the programme with a lasting legacy.

What effect has Active Citizens had on your staff?

Delivering the Active Citizens programme has unlocked a range of very specific skills in our staff. Through going through Facilitator Training they have developed stronger communication and presentation skills. Working on the social action projects and organising the ISVs they have developed their project management and teambuilding skills.

What effect has the Active Citizens programme had on your organisation?

It has supported our aims, objectives and philosophy. It has been a perfect fit for our existing work, enhancing our programmes and enabling us to improve the quality of our offering to the people we work with and our own staff. It's also given us so much in the way of networking opportunities with like-minded organisations, some of which we are now working with on a regular basis.

How do you think Active Citizens benefits the local community?

It creates bonds between groups within the community who would not normally come together. Through challenging judgements and perceptions it opens up discussions and develops understanding. It also provides a greater sense of perspective by supporting and enabling individuals to visit and explore other geographical areas.

What are plans for the future?

We run a programme called Peace of Mind which addresses health inequalities within Hackney. We plan to use the Active Citizens 'Learning Journey' to support Facilitator Training and help deliver this programme. We have also met another Partner organisation through the Active Citizens network who we plan to collaborate with on a media project. In general we hope to continue to train participants and create social action projects!

What advice would you give to other partners who are thinking about joining the programme?

To get the best out of the programme, you need to be committed to delivery. Listen to your audience at grassroots community level and then adapt the programme to your context. If you fully embrace the programme and embed the Active Citizens methodology into everything you do, it will benefit your entire organisation and the wider community.



Organisation: Shoreditch Trust Role: Chief Executive Date started working with Active Citizens: June 2012

UlfahArts&Media

PRO ELE

"It armed me with the tools to develop social action projects and a newly invigorated zeal to make change happen."





Name: Prashant Singh Organisation: Ulfah Arts Location: Birmingham

1. Why did you become an Active Citizens Facilitator?

I run a creative social enterprise called Ulfah Arts which gives disadvantaged young people the opportunity to learn new skills and gain experience in working on a range of media. I wanted to train as a Facilitator so I could gain further experience in the development and delivery of sustainable social action projects and invoke an aptitude for volunteering in the young people with whom we work.

2. What was your experience of being trained as a Facilitator?
As a social activist, the experience was a revelation for me. It armed me with

tools to develop social action projects and gave me a better insight into good practice being used by NGOs across the globe. In short, it showed me how to make real change happen and gave me a newly invigorated zeal to take action.

3. What are your main responsibilities in the role?

As a Facilitator, it is my job to deliver the Active Citizens methodology to participants. We deliver it face to face in small groups, taking them through the 'Learning Journey' to help them develop new attitudes and give them the skills to run social action projects in their communities. When they emerge on the other side, they are Active Citizens.

4. When you take participants through the programme, what change do you see in them?

I see remarkable changes in their attitude towards social activism. They understand that their well-being is directly related to the well-being of their communities, and that through careful

planning, clever use of technology and building partnerships, they can increase the impact of their work. We now orientate all of our new volunteers using the Active Citizens methodology.

5. What is the most rewarding part of being a Facilitator?

The best part for me is taking a fresh group of volunteers on the Active Citizens 'Learning Journey'; showing a group of bright young minds a philosophy which has changed me and my organisation for the better. Seeing a group of strangers act as a collective social action force within minutes of meeting one another is also very gratifying.

6. What has been your biggest achievement since being a Facilitator? One of our Active Citizens' social action projects, YouthTelevision.tv, has grown into the UK's leading television platform for showcasing youth media. We create high quality content for charities, companies and arts organisations. Our volunteers help run the platform and produce the content, and it gives them so much in the way of skills and confidence. It is completely self-sustaining

and is fast becoming the financial backbone of the whole organization.

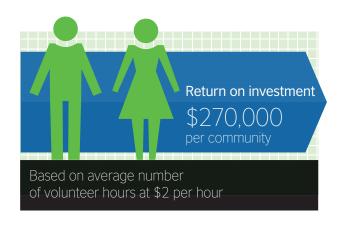
7. How do you think the Active Citizens programme benefits the local community?

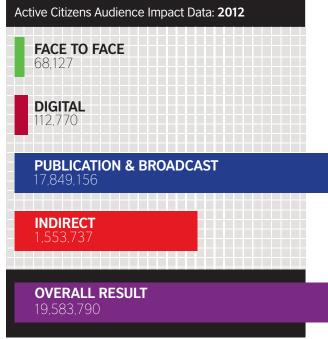
Our local community in Highgate, Birmingham was listed as one of the most deprived communities outside of London by the Office for National Statistics. The social action projects created as a result of Active Citizens have allowed us to stem youth unemployment through activities like free CV workshops and work placements. We've also given young people in the area a voice through giving them the skills to create their own films, articles and digital campaigns.

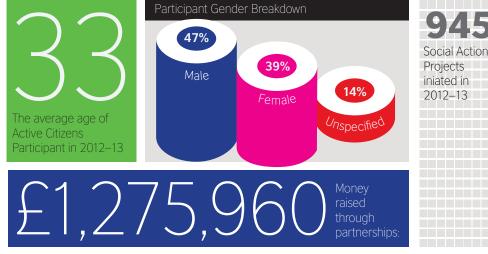
8. What advice would you give to anyone who is considering becoming an Active Citizens Facilitator?

I would say that being an Active Citizen would dramatically enhance the speed and effectiveness with which one solves not just community issues but problems that affect them directly. It is like a fast track degree in crisis management with the opportunity to connect with a global community of Active Citizens, one can't go wrong with that!

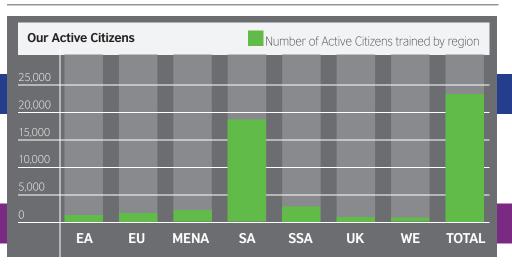
Impact report







£15,000,000 GRANT over three years







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