

GLOBAL CHANGE AMBASSADOR

GUIDE BOOK



ECHO
CHANGE



INDEX



VISION

1.



MISSION & AIM

2.



WHAT IS ECHO CHANGE

3.



WHAT IS A GLOBAL CHANGE AMBASSADOR

4.



CHAPTERS & PARTNERS

5.



RESPONSIBILITIES

6.



BENEFITS

8.



SUPPORT & ASSISTANCE

10.



ACTIVITY SHEET

11.



LIST OF ACTIVITIES

12.



ACTIVITY WORKSHEET

15.



RESOURCES

16.



ECHO CHANGE'S BRANDING

18.

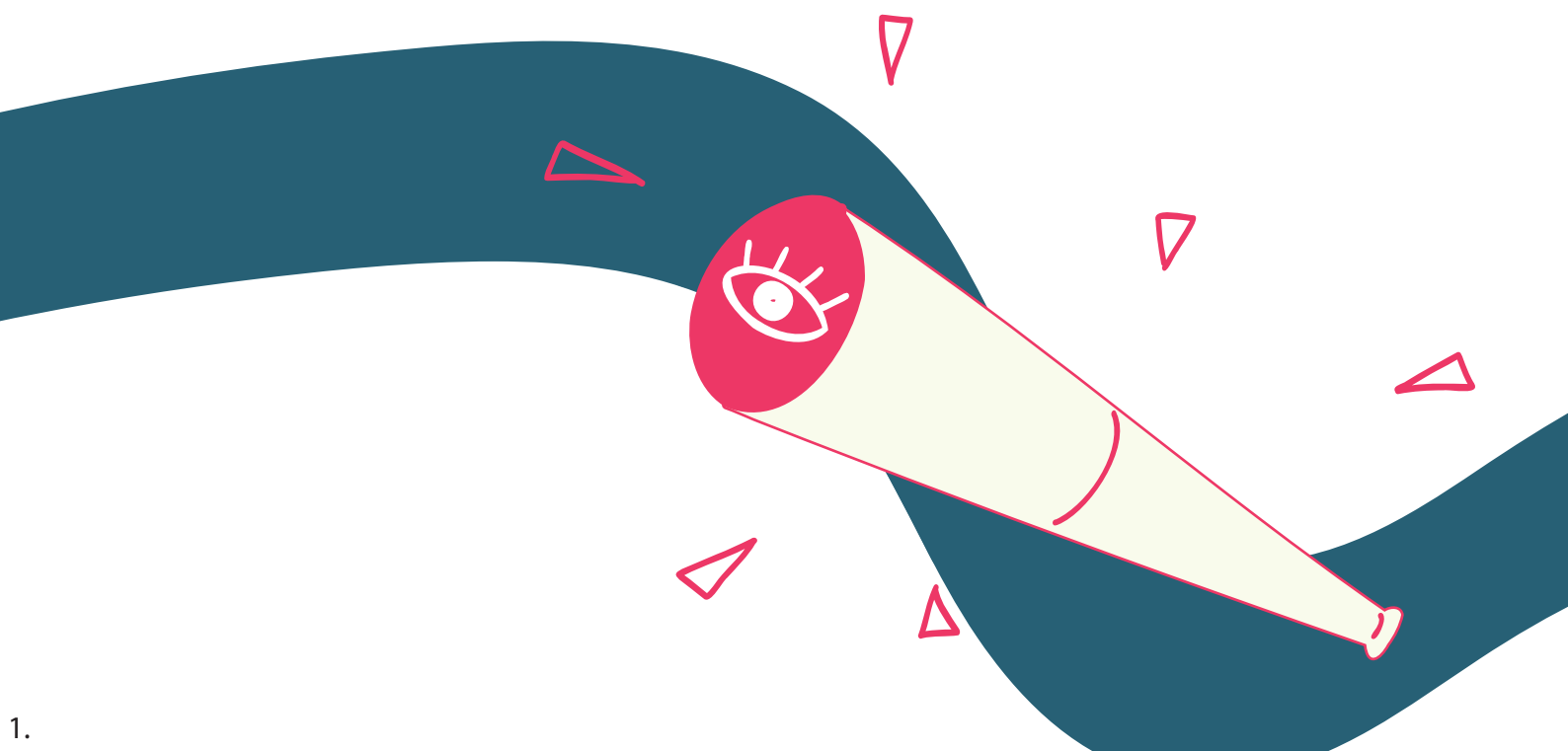


CAN I?

20.

VISION

At **Echo Change**, our vision is a world where every young person is empowered to be a catalyst for positive global change. We imagine a future where the Sustainable Development Goals (SDGs) are not just a lofty aspiration but a tangible reality. Echo Change promotes youth-driven initiatives and provides capacity-building for youth to inspire innovation, inclusivity and passion in the leaders of the future. Together, we envision and work toward a future where every echo of change, no matter how small, contributes to a resounding and lasting impact on the world

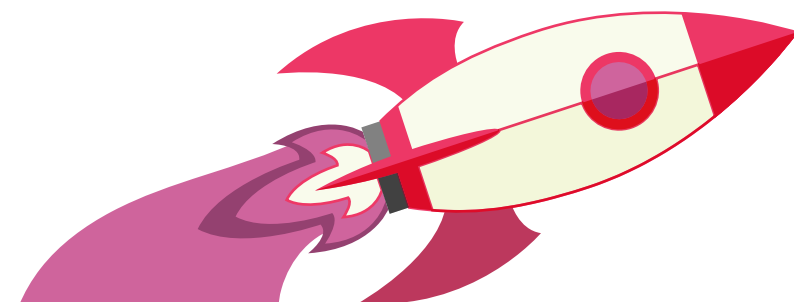


MISSION

Echo Change's mission is to harness the passion and energy of the youth, working hand in hand with them to make the world a better place, one sustainable development goal at a time. We are committed to providing young leaders with the knowledge, resources, and support they need to become effective advocates and changemakers in their communities. Through education, advocacy, and grassroots initiatives, we strive to inspire a deep sense of responsibility and compassion in our Ambassadors. By aligning our actions with the principles of sustainability, equality, and social responsibility, we aspire to make a tangible and positive impact, working towards a world where the SDGs are not just ideals but a shared reality for all.

AIM

Empowering the youth through capacity building, transforming their whispers into impactful echoes.



WHAT IS ECHO CHANGE?

Echo Change is a dynamic, youth-led initiative dedicated to forging a sustainable, inclusive, peaceful, and promising future for youth worldwide. At the heart of our mission is the unwavering commitment to provide young individuals with a powerful platform to influence and shape the course of tomorrow.

We fervently believe in empowering the next generation to become catalysts for positive change, offering them the tools and opportunities to help build a sustainable world. Our primary focus is the **capacity building** of the youth. We achieve this by fostering activism, conducting impactful advocacy, launching compelling digital campaigns, and taking concrete actions that not only raise awareness but also inspire and engage youth to actively participate in shaping the world they will inherit. In essence, we are a global movement working tirelessly to ensure that youth are not just the leaders of the future but the drivers of transformation today.



WHAT IS A GLOBAL CHANGE AMBASSADOR?

The Global Change Ambassador is poised to be a catalyst for change on a global scale, utilizing the 17 Sustainable Development Goals (SDGs) as a roadmap for transformative action. Their mission is centered around empowerment and education, with a commitment to instigate positive change within their community. Armed with a deep understanding of the SDGs, the Global Change Ambassador will work tirelessly to raise awareness and advocate for sustainable practices, inspiring others to join the cause. Through a combination of passion, education, and community engagement, they aim to foster a sense of responsibility and collective action, contributing to the broader global efforts aimed at creating a more sustainable and equitable world. The Global Change Ambassador embodies the spirit of youth activism and represents a powerful force for positive change in the pursuit of a brighter future for all.



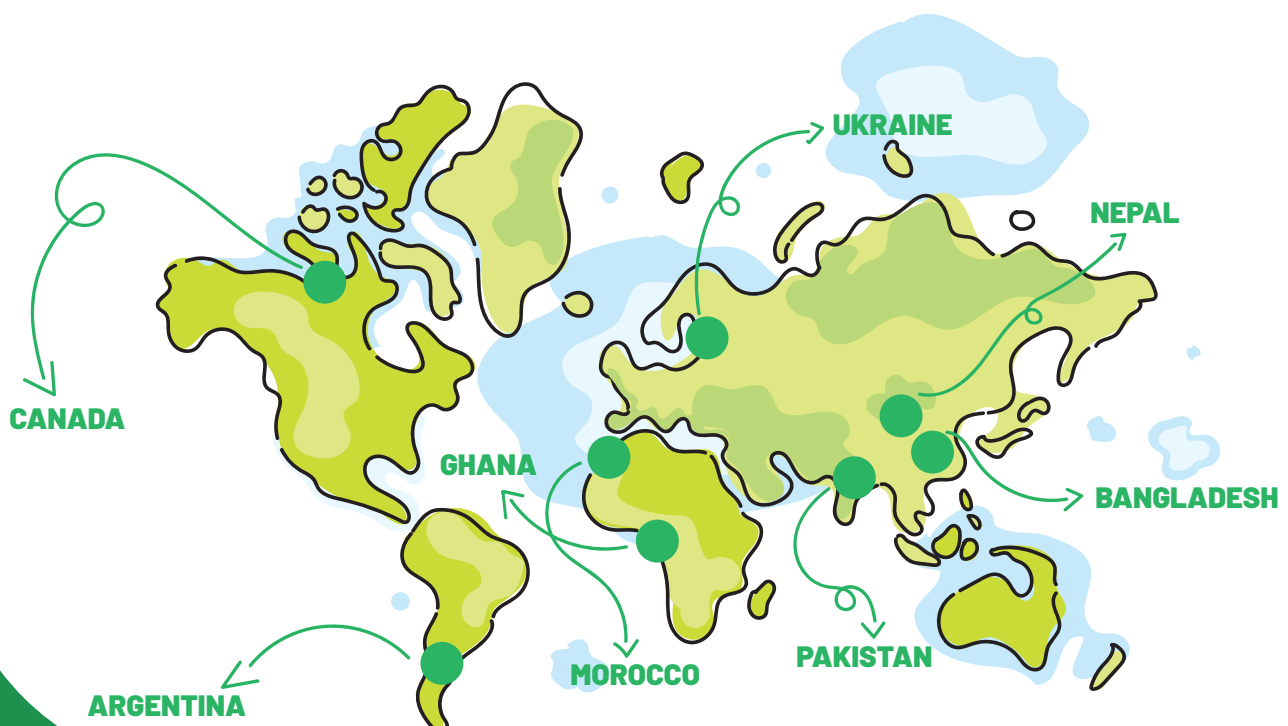
CHAPTERS AND PARTNERS

Echo Change has established a formidable presence with chapters worldwide. These chapters serve as dynamic hubs, actively engaging in a diverse array of activities rooted in the 17 Sustainable Development Goals (SDGs) to drive positive change within their respective countries. Moreover, Echo Change invites its ambassadors to embark on their own transformative journey by taking the initiative to start their local chapters, amplifying the collective effort towards creating a more sustainable and equitable world. As the organization continues to grow, each chapter becomes a beacon of change, contributing to a global movement that transcends borders and unites communities in the shared pursuit of positive transformation. To launch your own chapter, follow the link below:

<https://echochange.org/begin-a-chapter/>

If you have an organization, or are affiliated with one, you can join Echo Change as a partner. This collaboration offers networking opportunities, potential resource support, knowledge transfer, expanded reach, and the ability to jointly amplify social and environmental impact, enhancing your organization's image, reach, and mission fulfillment. To initiate this partnership, fill the form in the link below:

<https://echochange.org/become-our-partner-form/>



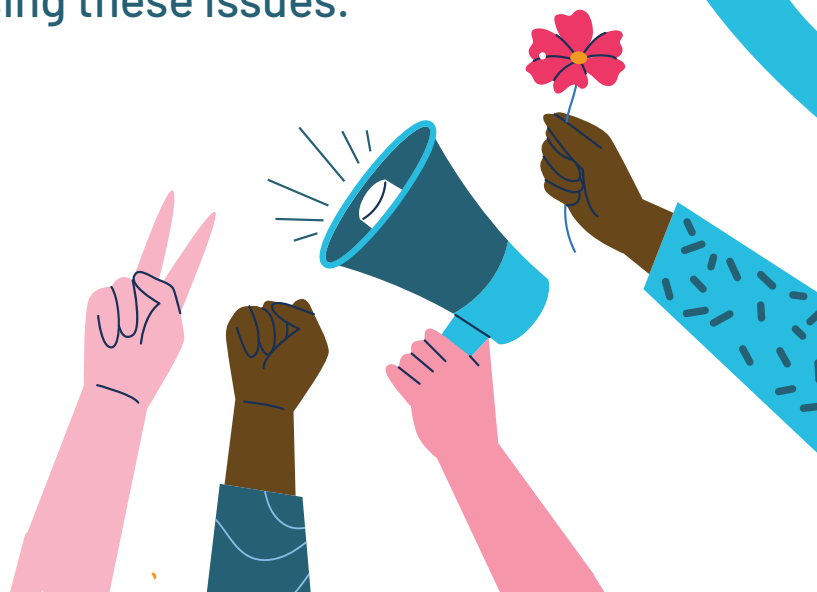
GLOBAL CHANGE AMBASSADOR RESPONSIBILITIES

1. Promoting forthcoming events and conferences hosted by Echo Change.

2. Encourage the involvement of the local youth and community in civic activism, fostering an understanding of their needs, and motivating them to address social and environmental issues through education and impactful initiatives for positive change.

3. Celebrating significant occasions related to the 17 Sustainable Development Goals (SDGs), youth, and climate.

4. Actively advocate for the awareness and comprehension of the Sustainable Development Goals (SDGs) among the youth, urging their engagement in addressing these issues.





5.

Empowering the youth in the community through the coordination of workshops, seminars, and mentorship initiatives that provide them with the skills, knowledge, and confidence to actively contribute to fostering positive change.

6.

Use social media platforms to disseminate information, share success stories, magnify the voices of young people and initiate conversations with youth worldwide to foster a sense of belonging to a broader movement.

7.

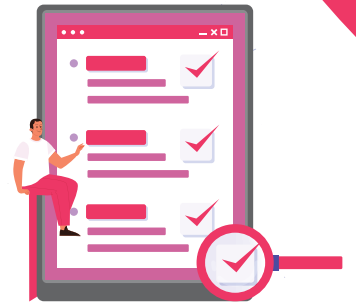
Building collaborations with youth organizations, educational institutions, and other stakeholders to enhance the impact of youth oriented initiatives.

8.

Encourage eco-friendly practices and social initiatives that contribute to positive global change.



GLOBAL CHANGE AMBASSADOR BENEFITS



1. If an ambassador performs exceptionally well, Echo Change will not just acknowledge their efforts but also offer scholarship opportunities for them to participate in our upcoming international conferences.
2. Well performing ambassadors will also be nominated by Echo Change to be a part of various International workshops, sessions and conferences.
3. Initiatives and advocacy efforts open up numerous national and international opportunities on platforms where they can exhibit and champion their social work.
4. The chance to build a strong network of like-minded individuals, organizations, and leaders.

5.

Individuals have the opportunity to enhance their leadership, public speaking, event planning, strategic thinking and communication skills, fostering not only the growth of the initiatives they represent but also their own personal development.

6.

Enhances one's resume and can be a valuable asset in future career pursuits as they gain significant hands-on experience.

7.

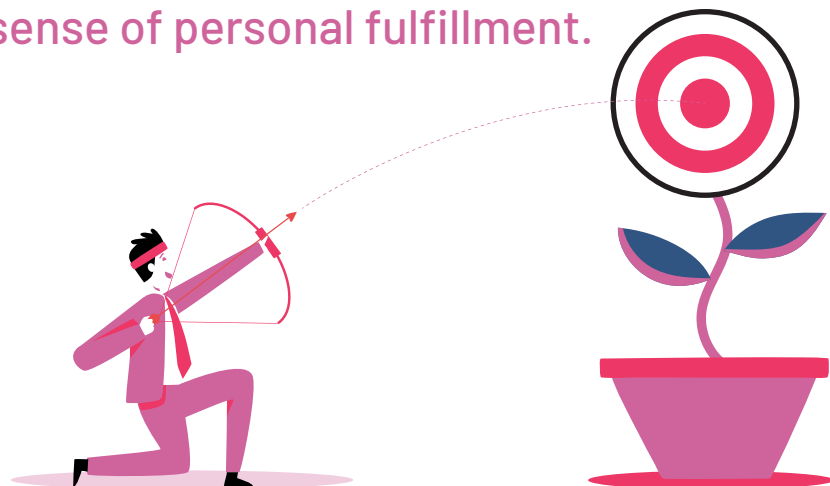
Engaging in global initiatives exposes Ambassadors to diverse cultures, perspectives, and approaches to addressing challenges.

8.

Have the opportunity to contribute to positive change on a global scale.

9.

The intrinsic reward of knowing that one is contributing to positive change and making a meaningful impact on the lives of others brings a deep sense of personal fulfillment.



SUPPORT & ASSISTANCE OFFERED BY ECHO CHANGE

Echo Change is committed to empowering our ambassadors through comprehensive virtual training programs aimed at enhancing their capacities. We understand that guidance is essential for effective planning and execution of activities. As such, our ambassadors can expect support and assistance in various aspects, be it generating ideas, formulating plans, or implementing initiatives.

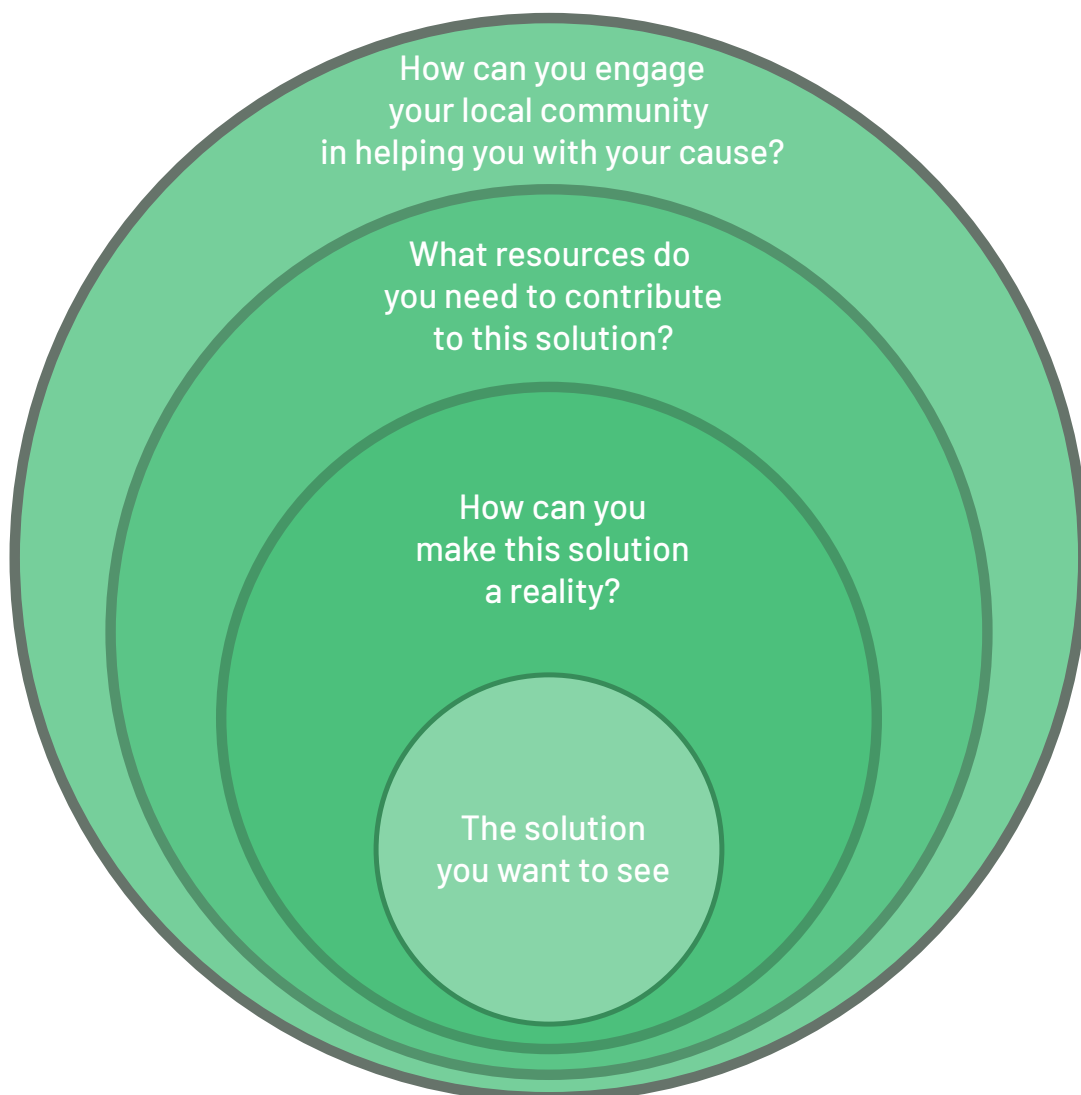
Recognizing the dedication and impactful work of our ambassadors is a priority for Echo Change. Therefore, your efforts will be prominently featured on our digital platforms, including our website and social media channels. Additionally, to further assist you in your initiatives, we offer digital design support tailored to your specific needs.

Our goal is to provide a supportive environment where ambassadors not only receive training but also feel empowered to bring their ideas to life. Whether you require guidance on conceptualizing projects or need assistance in navigating the implementation phase, Echo Change is here to ensure your success in driving positive change.

ACTIVITY SHEET

Echo Change will provide you with a comprehensive list of activities to carry out within your local community, ensuring that each task is aligned with the 17 Sustainable Development Goals (SDGs). This involves a detailed and purposeful engagement aimed at addressing various aspects of sustainable development, reflecting Echo Change's commitment to making a positive impact in your locality.

In the event that you intend to carry out any tasks or activities on behalf of Echo Change, it is imperative to consult this sheet for comprehensive guidelines. This sheet is designed to provide you with instructions on how to execute these responsibilities effectively and in alignment with Echo Change's objectives and standards.

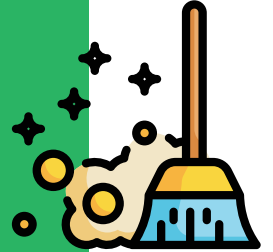


LIST OF ACTIVITIES

You are encouraged to conduct these activities, but are not limited to them. Feel free to get creatives and conduct activities of your own choice.

COMMUNITY CLEAN UP EVENT

Organize a community clean-up activity involving local youth to promote environmental awareness and take collective action in keeping their neighborhood clean and green.



ART FOR CHANGE

Arrange an art competition or mural painting event where young artists can express their vision of a better world through art, highlighting social issues and inspiring positive action.

STORY TELLING CIRCLE

Set up a storytelling circle where young people can share their experiences, challenges, and aspirations, promoting empathy and understanding among community members.



YOUTH VOLUNTEER DAY

Encourage young people to come together for a day of volunteering, assisting local charities or community organizations in various projects that benefit the community.

EDUCATION DRIVE

Collaborate with local schools or libraries to collect and donate school supplies or books for underprivileged youth, ensuring access to education for all.



SPORTS FOR UNITY

Organize friendly sports activities or games that bring young people from different backgrounds together, promoting inclusivity, teamwork, and sportsmanship.



YOUTH ADVOCACY FORUM

Conduct a youth-led forum where young people can discuss issues affecting their community and work together to propose solutions and action plans.



DIGITAL AWARENESS CAMPAIGN

Create and share social media posts, videos, or infographics on the importance of any of the 17 SDGs, encouraging others to take part in positive initiatives.



VIDEO MESSAGES

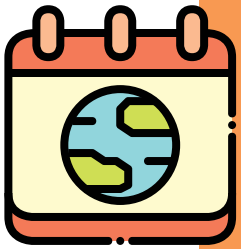
Create short video messages sharing their ideas and plans on how they envision bringing positive change to their society. Ambassadors can collect and showcase these videos on social media or during community events to inspire others to take action.



INTERNATIONAL DAYS

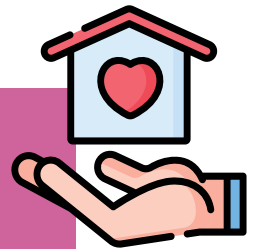
Organize events or make social media posts on important international days. You can find a list of important days in the link below:

<https://www.un.org/en/observances/list-days-weeks>



SUPPORT LOCAL ORPHANAGES

Bring your community together by collecting clothes, books, and other essentials from your local community and donate it to a local orphanage or charity of your choice.



WRITING CONTEST

You can host or organize a writing contest in your local school or community. There can be judges- learned people from the community, to decide on a winner.



GLOBAL CHANGE ACTIVITY WORKSHEET

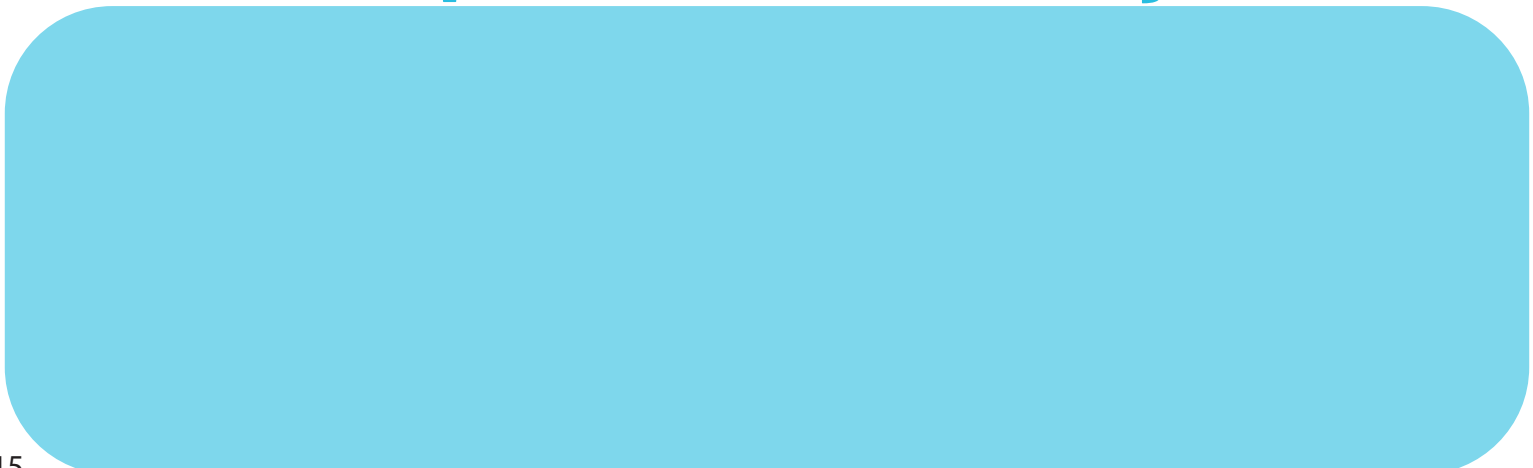
Activity Description

A large, empty, rounded rectangular box with a light pink background, intended for writing a description of the activity.

Photographs

A large, empty, rounded rectangular box with a light green background, intended for pasting or drawing photographs related to the activity.

Impact Of Your Activity

A large, empty, rounded rectangular box with a light blue background, intended for describing the impact of the activity.

HOW TO FILL THE GLOBAL CHANGE WORKSHEET?

The Global Change Worksheet is a valuable tool for Global Change Ambassadors to document and share information about the activities they have accomplished in their locality that contribute to global change. It serves as a structured way to report and reflect on your local efforts that have a broader impact. Here's an elaboration on how such a worksheet might work:

- **ACTIVITY DESCRIPTION:** In the section dedicated to describing the activity, you should include the title of the task, specify your objectives, and outline the actions or measures you undertook to reach those objectives.
- **PHOTOGRAPHS:** This section is quite self explanatory. The Global Change Ambassador only needs to insert photographs of the activity being conducted to have a visual record. It is also essential to send the photographs separately to us via email.
- **IMPACT OF YOUR ACTIVITY:** Within this section, you pen the manner in which this activity has been a beneficial transformation in your community and the influence or impact it has created. You can also explain your achievements and the final outcome.

RESOURCES

<https://youtu.be/n8b2A7ThU4Y?si=6g0sdzWaMR-27hJW>

https://www.youtube.com/watch?v=M-iJM02m_Hg

<https://www.irex.org/sites/default/files/node/resource/youth-project-toolkit.pdf>

<https://www.advocatesforyouth.org/wp-content/uploads/2019/04/Youth-Activist-Toolkit.pdf>

EXAMPLE:

GLOBAL CHANGE ACTIVITY WORKSHEET

Activity Description

The "Slum Kids Education Program" was an initiative taken to educate the underprivileged children, with minimum access to education in Pakistan. Besides enlightening the children with some general knowledge, we also held art activities with the slum kids.

Photographs



Impact Of Your Activity

The "Slum Kids Education Program" in Pakistan had a transformative impact by providing underprivileged children with education and engaging them in creative art activities. This initiative not only empowered the children with knowledge and creative skills but also boosted their self-confidence and fostered a sense of community.

INCORPORATING ECHO CHANGE'S BRANDING

Global Change Ambassadors are encouraged to seamlessly integrate Echo Change's branding into their activities, ensuring a cohesive visual identity. This involves the consistent use of Echo Change's logo, colors, and fonts in all digital, electronic, and print materials they create. We appreciate and celebrate the ambassadors' commitment to upholding our brand standards as they play a crucial role in amplifying our message and fostering a visually cohesive global movement.



The Echo Change logo serves as a visual representation of a brand. It enhances brand recognition and professionalism, fostering trust and credibility. You are allowed to utilize the Echo Change logo for merchandise, signage, promotional campaigns, and across social media, provided that it is employed for initiatives that Echo Change supports and endorses.

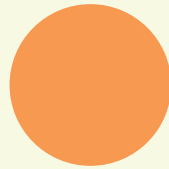
ECHO CHANGE: FONT AND COLORS

To maintain visual consistency, Echo Change uses the following font and colors in its branding. It is advised that you do the same.

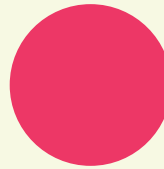
FONT

Barlow Regular
Barlow Medium
Barlow Bold
Barlow Extra Bold
Barlow Black

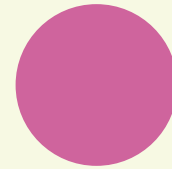
COLORS



#f89952



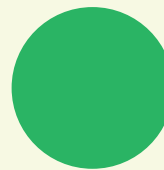
#ed3766



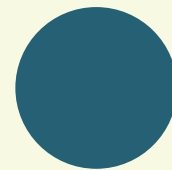
#ce649c



#28bde0



#2ab364



#266074

SOCIAL MEDIA BRANDING

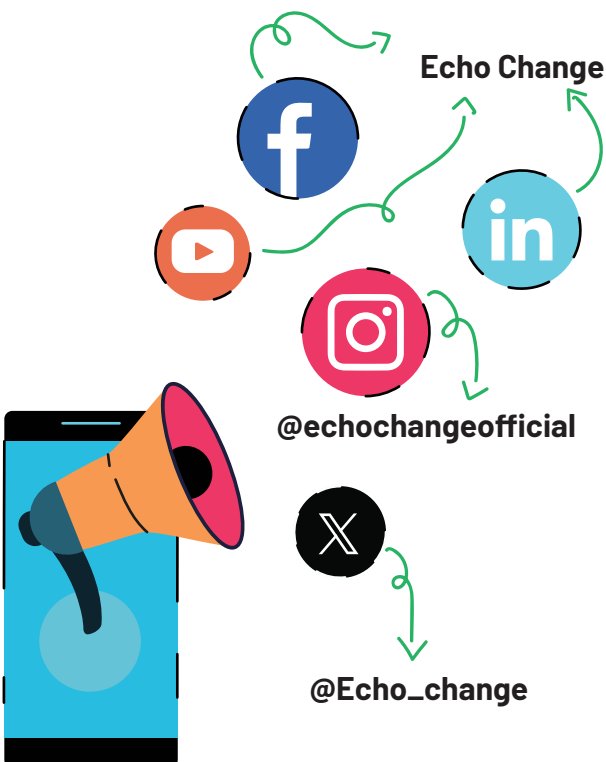
Social media is essential for modern communication and promotion. It provides a powerful platform for individuals and businesses to connect, share information, and engage with a global audience. Hence, it will be a powerful tool to promote your work.

When you post content regarding Echo Change, make sure you tag our social media accounts and use the hashtags mentioned below. By incorporating these elements consistently in your social media posts, you'll help promote Echo Change's message effectively and maintain a strong brand presence. Furthermore, it will help us discover and engage with your content.

#EchoChange

#EchoChangeGlobalChangeAmbassador

#EchoTheChangeYouWantToBe



CAN I ...

<p>Make a social media page using Echo Change's name?</p>	<p>No. Social media pages are exclusively created for Echo Change Chapters, with management responsibilities vested in Echo Change. However, Chapter leaders are granted access to these pages, allowing them to operate within Echo Change's supervision.</p>
<p>Secure funding or grants on behalf of Echo Change to support my initiative for positive change?</p>	<p>Yes. Global Change Ambassadors are required to keep Echo Change headquarters informed, providing detailed insights into their initiatives, including the fundraising methods employed and specific details on how funds will be raised. Echo Change can also help in the application process in securing grants</p>
<p>Establish collaborative alliances with event organizers and key stakeholders on behalf of Echo Change?</p>	<p>Yes. establishing collaborative alliances with event organizers and key stakeholders on behalf of Echo Change is an important strategy</p>
<p>Organize events on behalf of Echo Change?</p>	<p>Yes. Events can be arranged, but their focus must center around advocating for social and environmental causes, aligning with the objectives of the 17 Sustainable Development Goals (SDGs).</p>
<p>Engage in religious or political events as a representative of Echo Change?</p>	<p>No. Echo Change maintains a neutral stance and does not endorse or support any political or religious movements. The organization refrains from engaging in any activities related to politics or religion and does not endorse dialogues pertaining to these matters.</p>

*It is essential to keep Echo Echange headquarters informed, and in the loop for any independent activities you wish to initiate, in the process of obtaining grants, building partnerships with or aliances with different organizations, etc.

<p>Connect with fellow global change ambassadors on behalf of Echo Change</p>	<p>No. Global change ambassadors are required to refrain from direct communication with their fellow ambassadors unless facilitated by the Echo Change headquarters. Any attempt to independently engage with other ambassadors may result in the cancellation of their ambassadorship.</p>
<p>Discontinue my role as a global change ambassador.</p>	<p>Yes. Global Change Ambassadors have the option to resign from their ambassadorship at any time. To initiate the process, they are required to submit an email to Echo Change formally renouncing their role.</p>

Echo Change actively advocates for ethical conduct and urges its global change ambassadors to uphold these principles. The organization strictly disapproves of the improper use of the Echo Change name and any engagement in unethical practices, as outlined above. Failure to adhere to these guidelines will result in the immediate termination of ambassadorship.

**WE WISH
YOU THE
BEST OF LUCK**



**ECHO
CHANGE**



@echochangeofficial



ECHO CHANGE



<https://echochange.org/>