Chester Zoo

Conservation
Changemakers' Toolkit

PROJECT ORGANISER

Thanks for using this Project Organiser.

It will help you plan and run an impactful social action project. There are activities to help you make decisions and space for notes.

So, choose a topic (like protecting wildlife or sustainability) and use the guides to keep your project organised.

Help do your bit for the planet: instead of printing this organiser, you could…

🍀 Download the pages and add digital notes using PDF software

🍀 Read the information on screen and make notes elsewhere

🍀 Print just the most important pages using black ink only

Good luck with your project!

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Other parts of the Changemakers' Toolkit

Here are some other Toolkit resources that might help you during your project:

🍀 **Keywords:** this Organiser might use words you're not familiar with. There are some keyword quizzes and other resources you can keep looking back at in **Module 1**.

🍀 **Reflection:** to keep track of your thoughts and feelings throughout your project, you can download the Reflection Journal from **Module 3**.

Completing this organiser digitally

If you want to add digital notes to this organiser, download it and use Adobe Acrobat PDF Reader (or similar). Type into the spaces provided, saving your work as you go.

Keeping track of your skills

This Project Organiser can help you track the skills you're using. *Skills Builder* is an online resource that helps people focus and improve eight vital skills. Some activities in this Organiser include *Skills Builder* badges so you'll know which ones you're using:

Project inspiration

Before you get started, here are some example projects for inspiration. The Changemakers' Toolkit has some great introductions to social action, so you might already know what kind of project you want to do. Skip this page if you do.

Wildflower garden planting

You could...
Increase local wildlife populations by restoring habitats

People involved
Local community

Skills/interests
Gardening, being outdoors, practical

Plastic-free school campaign

You could...
Reduce single-use plastic consumption in your school

People involved
School students and staff

Skills/interests
Marketing design, public speaking, measuring data
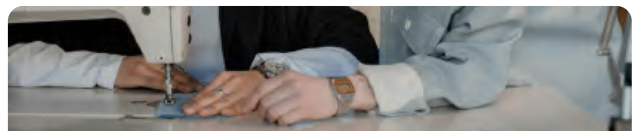
Climate change art exhibition

You could...
Raise awareness about climate change through creative expression

People involved
Local community, social media users

Skills/interests
Creativity, social media, research

Upcycling workshops

You could...
Educate others about sustainable living

People involved
Local community, online groups

Skills/interests
Event management, education, networking

Looking for more inspiration?

There are even more materials in the Changemakers' Toolkit - including some inspiring stories from young people who are already making a difference where they live.

What inspires you?

Understanding *why* you want to do something can help you decide *what* you want to do. Page 3 of the Reflection Journal has some questions to help you understand your motivation for this project. You can download this from the Toolkit.

Ready to go?

Move onto the 'Project ideas' section to start brainstorming your project. If you already know what you want to do, you can skip to the 'Developing your ideas' section instead.

PROJECT
IDEAS

Start here

Need help coming up with a great idea? Try using the handy quiz ("Choose the right conservation changemakers' project for you") from the Toolkit. If you're still not sure after that, try some of the activities in this section.

In this section

- ♣ Choosing a cause
- ♣ Choosing a social action
- ♣ Choosing an audience
- ♣ Choosing a goal

Choosing a cause

What conservation or environmental issue will your project be about? It could be something you're interested in, or something you think is important.

Wildlife protection
Protecting animals/their habitats from harm

Climate action
Taking steps to slow/stop climate change

Pollution reduction
Making environments cleaner by reducing waste and harmful substances

Sustainable living
Living in a way that meets our needs without harming other living things

Need help deciding?

Place a tick next to the topics that you feel best match each of the statements below.

	I know about this topic already.	I'd like to learn more.	Topic is important to me.	Topic feels interesting.	Project would have a big impact.	Total ticks
Wildlife protection						
Pollution reduction						
Climate action						
Sustainable living						

If you've ticked one topic more than others, this might be the one for you. If not, which statement feels **most** important?

Choosing an action

Here are some actions you could try. You don't have to pick one from this list – you might come up with your own idea or even choose a mix of different activities.

Raising awareness

Bringing attention to a cause and helping people understand their part in it

Might include
Talking to people, teaching, making adverts

Skills/interests
Communication, creativity

Campaigning

Encouraging others to make a positive change or support a cause

Might include
Sending emails, planning events, making adverts

Skills/interests
Confidence, organisation

Practical actions

Simple actions that you can do without much additional support

Might include
Ethical shopping, recycling, reducing waste

Skills/interests
Research, problem solving

Volunteering

Giving your time to help others or the environment

Might include
Litter-picking, helping at an animal shelter

Skills/interests
Teamwork, getting outside

Fundraising

Raising money to support causes you care about

Might include
Sponsored activities, cake sales, online fundraising

Skills/interests
Creativity, people skills

Accountability

Showing those in power that people care

Might include
Protesting, petitions, boycotts

Skills/interests
Confidence, organisation

> **You can find extra information about types of social action in the toolkit.**
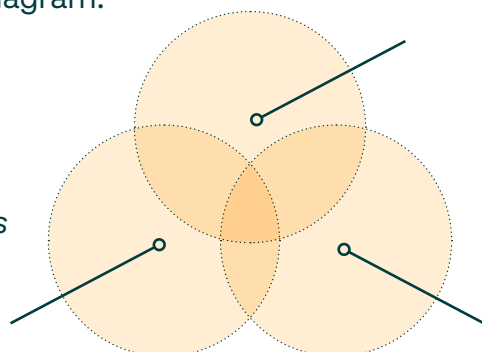
Need help deciding?

Read the questions below and add your answers to the diagram.

Which action seems most achievable?

Which action sounds most fun to you?

Which action uses your current skills?

Can you combine any of these actions? Set a 60-second timer and write some activity ideas that could go at the centre of the diagram. Do this a few times if you want.

> *Example: If you chose Fundraising, Education, and Volunteering, you could organise some conservation workshops and sell tickets to raise money and awareness for an environmental organisation.*

Choosing an audience

Who do you want to take part in your project? Think about groups of people that might be involved in different ways. If your project will include volunteers, or if there's going to be an audience, who will they be?

Example audiences

- School or workplace: colleagues, friends, teachers
- Friends or family: social groups, clubs, online groups
- Communities: clubs, online groups, people who live nearby, young people etc.
- Decision-makers: politicians, companies, business-owners
- General public: passers-by, customers

Need help deciding?

Read the questions below and think about which audiences might be the best fit.

- Does your project work better with a particular group of people?
- Will people interact with your project in person or online? Who are these people?
- Who is more likely to support your project?
- Who could make a big difference if they got involved?

Even if you've only narrowed down your choice a bit, that's still a great start. Keep thinking about this during the other activities if you need to.

Choosing a goal

You'll develop this goal into something practical later in this organiser. For now, think about what you want your action to achieve. You could even have multiple goals.

Example goals

- 🌲 Reduce plastic waste
- 🌲 Educate people about biodiversity
- 🌲 Encourage businesses to recycle more
- 🌲 Bring communities together

Need help deciding?

Use the blank spaces below to create a 'goal formula'. Try a few different combinations and see what you can come up with.

Cause	Audience	Action	Goal
	+	+	=
	+	+	=
	+	+	=

Example goals

Reduce pollution	+	School students	+	Volunteering	=	Remove 200 pieces of plastic from the canteen per week.
Sustainable living	+	Local community	+	Fundraising	=	Raise money for ten new planters at the community garden.

Next steps

After this section, you should have some clearer ideas for your project. It's now time to develop your project into something achievable and practical. Take your best idea(s) to use in the next section.

DEVELOPING YOUR IDEAS

Start here

Write your final idea in the spaces below. If you're still deciding, there is some extra advice at the bottom of this page. Then use the activities in this section to help develop your idea.

In this section

🐾 Developing your idea

🐾 Developing a goal

Chosen cause:

Chosen type of social action:

Specific activity you'll do:

Audience for this activity:

....

Need help deciding?

If you need help choosing between a few ideas, here are some tips. When you're done, write your final idea in the spaces above.

🐾 Follow your passion: pick the cause that feels most exciting

🐾 Use your skills: pick actions that match your skills or help you learn new ones

🐾 Be practical: think about what you can realistically do right now

🐾 Ask other people: talk to friends or family and ask their opinions

Still stuck? Try one of these decision-making activities.

Decision matrix

Decide what kind of experience you're looking for right now:
Does your project need to be easy to do? Do you want something really interesting? Or impactful?

Give your ideas a score for each of these factors:
Add up the totals and see which idea scores highest.

Combine ideas

If you have a number of similar ideas, is there a way to combine them without making it too complicated?

Random choice

Pick an idea at random and see how you react:
Is your initial reaction to doing this idea positive or negative?

Developing your idea

It's important to know that your project is achievable. In the workplace, people sometimes do a 'feasibility study' to be sure. To do this yourself, think about what you'll need to complete your project. For each of the headings below, use the tickboxes to rate your project. If your idea falls into the 'danger zone', make some changes to keep things realistic.

Resources

What resources (e.g. equipment, tools, technology) would you need for your project?

1	2	3	4	5	6	7	8	9	10

Fewer resources, easier to find.　　　　　　　　　　More resources, harder to find.

DANGER ZONE

If your answer is in the 'danger zone', what changes can you make?

Money

How much money would you need to make your project happen?

1	2	3	4	5	6	7	8	9	10

Project is quite cheap.　　　　　　　　　　Project is quite expensive.

DANGER ZONE

If your answer is in the 'danger zone', what changes can you make?

People

How many people would you need to make your project happen?

1	2	3	4	5	6	7	8	9	10

Not that many people.　　　　　　　　　　Lots of people.

DANGER ZONE

If your answer is in the 'danger zone', what changes can you make?

Developing a goal

Make sure your project's goal is realistic. Use the 'SMART' technique to help do this. SMART stands for: **S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime-bound.

Read the example of a SMART goal below, then use the template to create your own.

Specific

What exactly do you want to achieve?

"Reduce plastic waste in my school by 50%"

Measurable

How will you measure progress and success?

"Track the amount of waste collected each month"

Achievable

Is your goal realistic with the resources you have?

"Work with school staff to start recycling programme"

Relevant

How does this goal align with your cause?

"Supports our mission to promote sustainability"

Time-bound

What is the deadline for your goal?

"Achieve 50% reduction within six months"

Final SMART goal

"I will promote sustainability in school by working with staff to start a recycling programme. Together we'll aim to reduce the amount of plastic in school by 50% within six months, tracking the amount of waste we collect each month."

Specific	Measurable	Achievable	Relevant	Time-bound
Specific thing to achieve.	How you will measure this.	Resources you will use.	How it aligns with cause.	Deadline for the goal.

Write your final SMART goal below. There's space for this in the next section too.

Next steps

You now have a really clear, achievable project idea. Now, you'll make a plan of action.

PLANNING YOUR PROJECT

Start here

Now it's time to start planning your project. First, if your project has changed a lot since your initial idea, rewrite any important details below.

Specific activity you'll do: *Audience for this activity:*

Where will your project take place?   *When will your project take place?*

What do you need to do to use this location?

Examples: reserve the venue, apply for a permit, ask permission, etc.

Project SMART goal:

How will you know if you've achieved this goal?

In this section

Over the next few pages are some helpful templates to help you plan your project. Every project is different, so adapt them as much as you like:

- 🐾 Stakeholder map: will help plan who might interact with your project
- 🐾 Resource planner: will help list the different resources you'll need
- 🐾 Project timeline: will help plan the tasks needed to do your project

Looking for more inspiration?

Depending on what you've got planned, the Changemakers' Toolkit has extra guides for things like planning a protest, speaking in public, making a podcast and more.

Next steps

Use these templates to plan your project in detail. Once you're done, move onto the next section ('Running your project') where there are some extra resources to help you keep organised.

Stakeholder map

'Stakeholders' are just people who might have an interest in your project. This includes your chosen audience, but stakeholders are more than that. They're **everyone** who'll be impacted by (and could influence) your project even if they're not directly involved. Use this template to understand who your stakeholders are and how include them.

"Primary stakeholders"

These are people directly involved in your project. For example:

- ♣ People who benefit from your project
- ♣ People who help with the project, like volunteers
- ♣ People who will be affected even if they're not involved, like the local community

Complete the table, adding any primary stakeholders you can think of.

	Your project			
Primary stakeholder	How would they be involved?	How will you tell them about it?	How will you keep them interested?	How will you get their feedback?
Example: school students	*Join litter-picking event at school*	*School newsletter*	*Updates sharing during assembly*	*Online survey*

"Secondary stakeholders"

These are people who might not get involved but can still help. For example:

- ♣ Local government staff might need to give you a special permit
- ♣ School staff might give you permission to talk at assembly
- ♣ Online communities might help promote your project

Secondary stakeholder	Your project			
	How would they be involved?	How will you tell them about it?	How will you keep them interested?	How will you get their feedback?
Example: local government	*Permit/approval*	*Direct email*	*Invite to planning meetings*	*Share project report after*

"Tertiary stakeholders"

These are people who might just have a general interest in your project. For example:

- ♣ Local businesses might sponsor your project
- ♣ Charities might give you advice.

Tertiary stakeholder	How would they be involved?	How will you tell them about it?	How will you keep them interested?	How will you get their feedback?
Example: Wildlife charity	*Partnership/ resources*	*Direct email*	*Collaborate on research*	*Informal meeting after project*

Now you've got a list of different 'stakeholders', you'll be able to contact the right people to help make your project a success.

Resource planner

Use the table below to list any resources you need for your project. Use blank paper if you need more space.

Physical items

Common examples: pens, paper, posters, storage boxes, laptop, camera.

Item/amount	Used for	Source	Cost	What will you do if this isn't available?
Example: 20 x gardening gloves	Volunteering event	Garden centre	£5 (one pair)	Ask to borrow from family

People power

Example: volunteers, staff.

People/number	Role	How will you find them?	What will you do if they're not interested?
Example: 20 x volunteers	Attend volunteering event	Local school and other community groups	Put up posters to find other people

Financial resources

Example: fundraising, sponsorships.

Amount	Used for	Source	What will you do if you can't get this amount?
Example: £100	Printing posters	printing-website.com	Ask local businesses to support

Permits or permissions

Example: school approval, local government permits, permission from venue manager.

Approval	Needed for	Source	What will you do if you don't get permission?
Example: Market stall licence	Collecting donations	Market management	Ask to use community centre instead

Project timeline

Creating a timeline helps you stay organised. Use the table to plan the different tasks you need to do for your project. Use blank paper if you need more space.

Task	Description	Person responsible	Start date	End date	What will happen is task is delayed or can't be done?
Example: write a project description	Paragraph explaining project and convincing people to help				
Example: contact venues	Research event spaces and share proposal with them				

RUNNING YOUR PROJECT

Start here

Now you've planned your project, it's time to start gathering resources and completing the tasks on your timeline. This section has some extra templates to help you keep track of everything. Every project is different, so you can adapt them as much as you like.
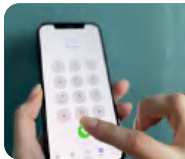
In this section

Progress tracker
Breaks tasks into smaller chunks so you can complete them over time

Resource tracker
Has space to keep track of the resources you've gathered and any changes in price

Stakeholder tracker
Helps keep track of who you have contacted about your project

Project day checklist
A blank checklist on the day(s) of your project for anything you need to do in advance

Feedback records
Space to write any feedback you get from stakeholders during your project

Looking for more inspiration?

Depending on what you've got planned, the Changemakers' Toolkit has extra guides for things like writing an effective email, dealing with change and more.

Module 3 of the Toolkit even includes a **Reflection Journal that you can download** to keep track of your thoughts, feelings and successes while running your project.

Next steps

Once you have completed your project, move onto the final section of this organiser to reflect on your success. You're doing great!

Progress tracker

Use this page to plan your time leading up to the project. Each section could be a day, week or month depending on your project.

1

Primary goal for the day/week/month:

To do

How has your project changed so far?

2

Primary goal for the day/week/month:

To do

How has your project changed so far?

3

Primary goal for the day/week/month:

To do

How has your project changed so far?

4

Primary goal for the day/week/month:

To do

How has your project changed so far?

5

Primary goal for the day/week/month:

To do

How has your project changed so far?

6

Primary goal for the day/week/month:

To do

How has your project changed so far?

7

Primary goal for the day/week/month:

To do

How has your project changed so far?

8

Primary goal for the day/week/month:

To do

How has your project changed so far?

You can also download the Reflection Journal from the Changemakers' Toolkit to keep track of more personal thoughts/feelings during each of these milestones.

Resource tracker

Use this table to keep notes of which resources you've gathered and any difference in cost compared to your original plans.

Resource	Expected cost	Sourced	Final cost	Any changes from original plan

Stakeholder tracker

It's important to track who you're communicating with and how these relationships are going. Use this table to help you or make a digital checklist.

Name/role	Contact info	Date of initial contact	Date of 2nd contact/update	Relationship notes	Next steps

Project day checklist

Use this for the day(s) of your project for things you need to set-up in advance.

What needs doing	When does it need doing?	Who will do it?	

Feedback records (for you)

If you receive any feedback during your project, note it down here. Make extra copies of this page if you need.

Who gave this feedback?

When did they give it?

How did they give it? (Email, spoken, etc.)

What is their feedback?

Who gave this feedback?

When did they give it?

How did they give it? (Email, spoken, etc.)

What is their feedback?

Who gave this feedback?

When did they give it?

How did they give it? (Email, spoken, etc.)

What is their feedback?

Feedback records (for your audience)

Depending on your project, you can also print this page and give it to your audience to gather their feedback too.

How did you find out about this project?

Has this project encouraged you to get involved in more conservation work? How?

What feedback do you have about this project?

How did you find out about this project?

Has this project encouraged you to get involved in more conservation work? How?

What feedback do you have about this project?

How did you find out about this project?

Has this project encouraged you to get involved in more conservation work? How?

What feedback do you have about this project?

EVALUATION

Start here

You did it!

Every project has successes and things to learn from, so it's good to reflect on the journey.

Feedback summary

What positive things did people say about your project?

What did people wish was different about your project?

If there anything you would do differently next time based on people's feedback?

If you ran any surveys during your project, what patterns or trends did you notice?

Project summary

What successes did you have during your project?

What could have been better managed during your project?

How well did you engage different stakeholders?

What advice would you give somebody who was about to run the same project?

Measuring success

Think back to the SMART goals you set for this project. How did you plan to measure these? Were your goals successful? Use the table below to organise your thoughts.

What was the original goal?	How were you going to measure success?	What were the final results?	How successful was this goal?

Next steps

Congratulations!

Changemaking projects can be challenging, but they're essential for protecting animals, plants and the environment. Our planet needs everyone to get involved and your project has made a real difference.

Personal reflection

If you haven't already, you can download the Reflection Journal from the Toolkit. This will help you reflect on any personal development during the project and skills you improved along the way.

Chester Zoo Champions in Conversation Award

If you'd like to take your Changemaking journey further, you can gain recognition for your efforts by submitting for a Chester Zoo Champions in Conversation Award. You can do this on the Chester Zoo website.