

Collective Action Plan

Credits: This collective action plan was adapted from Citoyenneté Jeunesse's action plan template.

What is a collective action plan?

Now that you've researched and explored different themes, problems, and solutions, it's time to take action! This plan will help you structure your ideas to lead a collective action with your hub.

Checklist

Here are two checklists of important points that your LAB **MUST** include and **SHOULD** consider to build a successful action plan.

Your collective action plan **MUST**:

- Advocate** for change
- Aim to build **relationships**
- Encourage **dialogue** between different stakeholders
- Communicate** with external audiences or a specific public
- Target **decision-makers**
- Reach *at least 30 people*

Your collective action plan **SHOULD**:

- Reach and involve **diverse** sectors whenever possible (public sector, private sector, and civil society)
- Reach people from **different backgrounds** and communities
- Include external or online communications (digital campaign, media, etc.)

Collective action plan template

Context of action: what is your collective action and why is it important?

Short description of your collective action and the context from which it emerges.

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Looking for some examples of collective actions? Read the following: [What is a collective action?](#) & [Collective action handout](#)

Objectives or demands: what do you aim to achieve with your collective action?

*List your objectives for your collective action below. Your objectives must start with an action verb and be **specific, measurable, achievable, relevant and time-specific** (SMART). You can add more than 3 objectives if you like.*

Example: O1: Raise awareness on environmental impacts of Trans Mountain pipeline. **O2:** Demonstrate how people in the region will be affected by the Trans Mountain pipeline. **O3:** Prevent construction of the Trans Mountain pipeline.

Objective 1	
Objective 2	
Objective 3	

Stakeholders/allies & decision-makers: who will you involve and reach with your action?

List of individuals, organizational or institutional stakeholders* that you want to involve in your action and decision-makers you wish to target (i.e. those with the power to implement the change or solution you are asking for).

Stakeholders/partners/allies: who will you work with?		Target decision-makers: who do you want to reach?

*Reminder: check out the [stakeholder mapping](#) to see which stakeholders you identified in first phase of your lab

Strategy: how will you realize your collective action?

Outline the steps to take and tactics that you will use to achieve your objectives.

Timeline: when will you realize your action?

Think about what you need to get done before, during, and after your collective action to realize your objectives.

Deadline	Activity	Stakeholders involved	Description
<i>Day and month</i>	<i>Action within the strategy</i>	<i>Relevant stakeholders/partners</i>	<i>Description of what will take place & how</i>

Measuring your collective action

Track your progress: identify measurable and relevant targets you want to reach for each objective

Key Targets	Objective 1	Status	Objective 2	Status	Objective 3	Status
	(ex. Target 1: 30 participants have increased knowledge of the environmental impacts of pipelines)	Achieved: <input type="checkbox"/> Fully <input type="checkbox"/> Partially <input type="checkbox"/> None		Achieved: <input type="checkbox"/> Fully <input type="checkbox"/> Partially <input type="checkbox"/> None		Achieved: <input type="checkbox"/> Fully <input type="checkbox"/> Partially <input type="checkbox"/> None
		Achieved: <input type="checkbox"/> Fully <input type="checkbox"/> Partially <input type="checkbox"/> None		Achieved: <input type="checkbox"/> Fully <input type="checkbox"/> Partially <input type="checkbox"/> None		Achieved: <input type="checkbox"/> Fully <input type="checkbox"/> Partially <input type="checkbox"/> None
		Achieved: <input type="checkbox"/> Fully <input type="checkbox"/> Partially <input type="checkbox"/> None		Achieved: <input type="checkbox"/> Fully <input type="checkbox"/> Partially <input type="checkbox"/> None		Achieved: <input type="checkbox"/> Fully <input type="checkbox"/> Partially <input type="checkbox"/> None

Evaluate: list key results from your action, which challenges you faced, and what you learned in the process.

	Results		Challenges		Learnings
1		1		1	
2		2		2	

3		3		3	
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Measure your impact: when possible, keep track of who you've reached through your action

Reach (if possible to measure)						
Number of participants:						
Gender of participants:	female		male		other	
Age of participants:	-18		18-30		+30	
Stakeholders involved & reached (youth groups, government, civil society, university, etc.):						
Did you collect any other information on participants?						

Media stories and coverage
If you collected or shared any stories during your collective action or if your action appeared in the media, add the links to the Media/Storytracking form . Also, check out the Storytelling Toolkit for tips and advice on how to collect stories.

Any other comments?