

#YOYP 2018



Year of Young People 2018

Supporters' Toolkit


August 2017



year of young people
bliadhna na h-òigridh
2018

What's inside?

Scotland's themed years: an introduction	02
Making of YoYP 2018	03
Key themes	04
How to get involved	05
Key messages	06
What is the Year of Young People 2018?	07
Key areas of activity	08
Logo and brand guidelines	09
Keep in touch	10



Scotland's Themed Years

Year of Young People 2018 is next in the series of Scotland's Themed Years, which stretches back to the Year of Homecoming in 2009.

2016



**Year of Innovation,
Architecture and
Design**

2017



**Year of History,
Heritage and
Archaeology**

2018



Year of Young People

2020



**Year of Scotland's
Coast and Waters**

2022



**Year of Scotland's
Stories**

Year of Young People 2018 is an opportunity to celebrate the amazing young personalities, talents and achievers that make up Scotland. It's all about inspiring our nation through its young people's ideas, attitudes and ambitions.

But it's not only for young people. It's a chance for people of all ages to join in with the celebrations.

Year of Young People 2018 is led by the Scottish Government, working in collaboration with a core group of delivery partners - VisitScotland, EventScotland, Young Scot, Children in Scotland, Scottish Youth Parliament, Creative Scotland and YouthLink Scotland. Partnership is a crucial element for the Year and we will be working with partners across the voluntary, public and private sector to ensure we achieve a lasting legacy.

Making of YOYP

Collaboration and co-production with young people is at the heart of the Year of Young People 2018. That's why in 2015 the Scottish Government commissioned three youth organisations (Children in Scotland, Scottish Youth Parliament and Young Scot) to directly engage young people to co-design what shape Year of Young People 2018 should take.

An in-depth engagement process was undertaken by an Interim Planning Group of 18 young people, which saw over 600 young people and 200 stakeholders participate. This

led to the group making recommendations on what the purpose and goals of the Year should be, all of which were agreed by Scottish Government ministers.

To ensure co-design continues to be a core value from start to legacy, a group of young people, Communic18, have been recruited. Supported by Young Scot, their role is to champion the values of co-design across local authorities, ensure young people's voices are heard and acted upon across all activity and supervise the roll-out of the six key themes.

Aim

Year of Young People 2018 aims to inspire Scotland through its young people, celebrating their achievements, valuing their contribution to communities and creating new opportunities for them to shine locally, nationally and globally.

Objectives

- Provide a platform for young people to have their views heard and acted upon
- Showcase the amazing talents of young people through events and media
- Develop better understanding, co-operation and respect between generations
- Recognise the impact of teachers, youth workers and other supporting adults on young people's lives

Key themes

Year of Young People 2018 has six themes which were developed by young people. Activity will be based around these themes and will guide everything we do across the Year.



participation

Give young people the chance to influence decisions that affect their lives.



education

Allow young people to have more say in their education and learning.



health and wellbeing

Make sure young people have the chance to lead healthy, active lives and understand the importance of mental health and resilience.



equality and discrimination

Recognise the positive impact of young people in Scotland and encourage them to take the lead in challenging all forms of prejudice and discrimination.



enterprise and regeneration

Celebrate young people's role in innovation, entrepreneurship and the Scottish economy as well as making Scotland a greener and more pleasant place to live.



culture

Share and celebrate young people's talent and contribution to Scottish culture and arts.

How to get involved

We'd like to encourage everyone to get behind the Year of Young People 2018 and show their support for Scotland's young people.

Whether you are an individual or an organisation there are numerous ways you can do this:

GET # SOCIAL & JOIN THE CONVERSATION

Find out the latest news @YOYP2018 and share the good news stories of young people using #YOYP2018

PROMOTE THE YEAR

This toolkit contains information, descriptions of the Year and free logos, which you can use across your marketing activity. Download all these materials at yoyp2018.scot

YOUTH ENGAGEMENT

Find out more about YoYP 2018 Ambassadors and Communic18 young people in your local area and see how they can support YoYP 2018 activity. Get in touch with Young Scot 2018yoyp@young.scot or call 0131 313 2488

We have supplied some resources which will enable you to show your support and ensure we are all being consistent when talking about YoYP 2018:

KEY MESSAGES



YEAR OF YOUNG PEOPLE DESCRIPTION

50 }
100 } WORDS
200 }

SUPPORTERS LOGO & BRAND GUIDELINES



Key messages



1. Scotland is the first country in the world to dedicate a full year to celebrating young people. And we need your help to make it unforgettable. How can you champion and celebrate young people during 2018? Share your ideas via **#YOYP2018**



2. Year of Young People 2018 is a once in a lifetime opportunity to show our young people how important, valued and proud Scotland is of them. Activity throughout the Year will focus on celebrating their achievements, recognising the contribution they make to communities and creating opportunities to have their voices heard.



3. We're gearing up to have a jam-packed calendar of events for all ages to enjoy. From arts to sport and music, look out for the announcement of Year of Young People 2018 events programme in winter 2017.



4. Everything to do with the Year has been co-designed with young people. They have been at the heart of the development, delivery and decision making. For example, they decided its purpose, developed the brand's look and feel and played a crucial role in all key decision making. They will continue to be at the forefront of leading the Year in 2018.



5. There are over 200 young Ambassadors who are representing every local authority across Scotland. Their role is to build awareness of YoYP 2018 activity so their communities know what's happening in 2018.



6. Supporting adults play an important role in helping young people reach their full potential. During the Year of Young People 2018 we will recognise and celebrate the role of those who make a difference to young lives.

I got involved because I am really passionate about equality and diversity and want to make sure young people have their voices heard in 2018.

Megan, Communic18

What is the Year of Young People 2018?

50 word summary:

Scotland's young people are going to shine in 2018. The Year of Young People 2018 is an opportunity to celebrate the amazing achievements and contributions of our country's young people. All ages can join in the events and activities across culture, art, sport and more.

Check out the latest: yoyp2018.scot

100 word summary:

Scotland's first ever Year of Young People is happening in 2018. It aims to inspire all ages through its young people (8-26) by celebrating their achievements, valuing their contributions to communities and creating new opportunities for them to shine on a local and global stage.

Young people are at the heart of designing, developing and deciding what they want the year to be. The Scottish Government is working with youth partners and the events and tourism sector to deliver activities and experiences for communities across Scotland to enjoy and discover more about our amazing young people.

Find out more: yoyp2018.scot

200 word summary:

Scotland's first ever Year of Young People is happening in 2018. The Year will inspire all ages through young people (8-26) by celebrating their achievements, valuing their contributions to communities and creating opportunities for them to shine on a local and global stage.

An in-depth planning process happened in 2015 and since then, young people have been at the heart of designing, developing and deciding what shape the Year should take. The Scottish Government is working with a group of delivery partners - VisitScotland and EventScotland, are developing a national programme of celebratory events which all ages can enjoy. Creative Scotland will inspire young people to participate in the arts. And youth partners - Young Scot, Children in Scotland, Scottish Youth Parliament, YouthLink Scotland - are leading on youth engagement and ensuring young people's views are heard and acted upon.

So far over 200 YoYP 2018 Ambassadors have been recruited and represent every local authority in Scotland. Their role is to promote the year-long activity, challenge negative stereotypes and champion the six key themes which young people decided upon - Participation, Education, Equality and Discrimination, Enterprise and Regeneration and Culture.

The celebration begins on 1 January 2018.

Find out more: yoyp2018.scot

I want to change the way young people are seen in Scotland, so that the younger generation don't face the same barriers we come up against.

Dylan, Communic18

Key areas of activity

Co-production



From the logo to the website, the Year of Young People 2018 has been co-designed with young people right from the start, and we want to ensure that continues.

Young people have worked with youth partners to develop a co-design blueprint - a ten-point guide for any partner which sets out how young people should be involved. You can access the blueprint by going to: yoyp2018.scot

If you are planning an event, an additional document has also been developed with top tips and advice about how you can involve young people. This document also contains guidance on policies and procedures around working with and protecting young people.

See: eventscotland.org

Ambassador Programme



As part of the year, over 200 young YoYP 2018 Ambassadors have been recruited within every local authority across Scotland. Supported by our youth partners, their role is to promote and encourage participation in the year's activity and help challenge the negative stereotypes of young people that still exist in our society.

As part of the programme, Ambassadors will be encouraged to showcase the amazing talents of young people by collecting and sharing positive images and stories from your local community, raising awareness of YoYP 2018 among their peers and getting people involved locally and nationally.

Visit: young.scot/yoyp2018

Events Programme



Signature and Partner Event programme

Our delivery partners, EventScotland and VisitScotland, are working with the events and festival sector to lead a year-long programme of high profile and celebratory events. There will be something for everyone and they will provide opportunities for celebration, engagement and high levels of participation in YoYP 2018. Funding for events activity is closed. The events programme will be announced in winter 2017.

Funding for young people

Create18 offers young people up to £1,000 of funding to run their own events in YoYP 2018. The fund aims to support young people to develop their entrepreneurial skills, while helping to challenge the negative perceptions of young people and tackle subjects such as inequality and discrimination.

Events can be anything from gigs and art exhibitions to sporting activities. It is run by Young Scot and EventScotland. They will support a group of young people who will decide on how the funding is spent. The fund is open until 21st August 2017 and will re-open later in the year. Apply via Young Scot at young.scot/yoyp2018

Logo & brand guidelines

The Year of Young People 2018 logo was designed in collaboration with young people from across Scotland.

A brand workshop day was held, bringing together 30 young people, 12 students from Edinburgh College, and staff from Young Scot and digital and design agency, The Gate.

After a day of sketching, drawing, painting and playdough'ing the group picked a preferred route to go into development.

In the weeks that followed, two students from Edinburgh College, Iain Waugh and Molly Nock, were invited on a work placement at The Gate to refine the Year of Young People 2018 brand. They were also invited to the Scottish Parliament to present their work to Mark McDonald, the Minister for Childcare and Early Years. The result is a brand designed by and for young people.

You can download the logos and brand guidelines at: yoyp2018.scot

Pic: Mark McDonald, Scottish Government Minister for Childcare and Early Years, with co-designers of the YOYP 2018 logo, students Molly Nock (left) and Iain Waugh from Edinburgh College)




Keep in touch

The YoYP 2018 team are busy planning lots of exciting activity for YoYP 2018. Keep an eye on our channels to always be in the loop with the latest announcements!

We'd love to hear from any organisation that is keen to get involved in YoYP 2018.

Get in touch at:

 @YOYP2018 #YOYP2018

 yoyp2018

Sign up to our newsletter via:

 yoyp2018.scot

 yoyp2018@gov.scot

I am most excited about getting organisations who might never have worked with young people before to try new things and show them what young people have to offer.

Calum, Communic18

Partners



Children in Scotland
every child - every childhood



ALBA | CHRUTHACHAIL



Scottish Government
Riaghaltas na h-Alba
gov.scot