

Loving Kindness Peaceful Youth 2011-2015

Goal

Inspire young people to actively work for peace

Objectives

Global Participation

Engage more than 5000 young people in LKPY event

Skilful Communication

Produce communication materials which prompt engagement

Promoting Leadership

Showcase peace promoting leadership

Sustainable Funding

Establish a sustainable funding base for LKPY event

Youth Empowerment

Provide opportunities for youth to develop their capacity to act for peace

Strategies

- Complete LKPY event project brief and plan
- Implement project plan
- Monitor recruitment of participants to ensure targets are met

- Develop communication plan 2012-15
- Produce LKPY event communication materials as per project plan
- Review branding across organisation each year

- Develop leaders relationship program
- Ensure participation of at least 5 leaders in LKPY event
- Multimedia presentations at LKPY event featuring leaders

- Develop sponsorship package
- Develop and manage sponsor relationship program
- Monitor sponsorship targets according to budget

- Design new ways to engage 500 more young people in HABIT
- From 2012, run at least two leadership courses for HABIT each year
- Expand HABIT group numbers from 10 to 40