

# Campus Ambassadors Programme

The Mahatma Gandhi Institute of Education for Peace and Sustainable Development (MGIEP) is UNESCO's first education-related category 1 institute in Asia-Pacific directed towards the development and promotion of new approaches to education for a more peaceful and sustainable world. UNESCO MGIEP has been named after Mahatma Gandhi as a tribute to his ideas of non-violence and sustainable living.

UNESCO MGIEP proposes to start a programme for young people in higher education to provide and enhance the youth responses to rising challenges and complexities the world is facing such as poverty and inequality, extremism and intolerance, migration, financial crises, pressure on natural resources, and climate change.

## **Campus Ambassador Programme-2030 Global Youth Partnership for Change in Higher Education**

Higher Education is often a turning point in an individual's life, a deciding factor in making a transition from education to work. In today's competitive society driven by the kind of unsustainable and inequitable economic growth which was characterised by UNDP as ruthless, futureless, jobless and rootless already 20 years ago (Human Development Report 1996), young people are yearning for a safe and inclusive space to experiment with ideals and learn to be a change they want to see in the world. After all, the future belongs to children and young people today.

UNESCO is the only United Nations agency with mandate on Higher Education and MGIEP being strategically positioned as first Category 1 institution in Asia -Pacific with focus on transformative education for peace and sustainable development, the Campus Ambassador Programme will nurture youth capacities and skills through intercultural dialogues and creation of spaces propitious to a culture of co-existence and harmony.

UNESCO MGIEP recently conducted a research study on understanding youth perspectives on higher education as part of Government of India's revision of the National Policy on Education. During the course of the research, the team learnt about the critical role of higher education on one's life. Young people described college as much more than a pathway to employment. They described it as a transformative experience of personal development that builds confidence, curiosity, inspiration, knowledge hope, and – perhaps most importantly – imbued them with the motivation and skills to make their world a better place.

The Campus Ambassador Programme aims to build and establish youth partnership to redefine education to foster transformative learning on peace, sustainable development and global citizenship. Following the life span model, the programme will reach out to young people in the age group of 18 to 26 years and provide youth responses to the rising complexities of the contemporary times. The Higher Education sector is critically positioned to mobilize the youth participation through learning and research as an important step in contributing towards the Sustainable Development Goals (SDGs).

## **Goal of UNESCO MGIEP Campus Ambassadors Programme**

Strengthen youth capacities to take action for peace and sustainable development through creation of informal learning spaces on campuses of higher education.

### **Programme Objectives**

- Co-creating and initiating student driven projects on campuses to stimulate dialogue and action to contribute to the achievement of Target 4.7 of the Sustainable Development Goal (SDG).
- Networking institutions of higher education to promote co-learning on critical issues within the context of the International Decade for the Rapprochement of Cultures (2013-2022)
- Mobilizing support for MGIEP's 24x7 international youth campaign and bolstering the YESPeace—Youth for Education, Sustainability and Peace—Network launched in 2014.

### **International Mandates**

The Campus Ambassador Programme responds to and contributes to the global mandate for action on peace and sustainable development:

- Goal 4 of SDGs which seeks to “Ensure inclusive and equitable quality education and lifelong learning for all”. The programme fits within the mandate of Target 4.7: “By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture’s contribution to sustainable development.”
- International Decade for the Rapprochement of Cultures (2013-2022)
- Global Action Programme on ESD (First Phase 2015-2019), with reference to priority areas of Policy, Whole Institution Approach and Youth.
- UNESCO Operational Strategy on youth (2014-2021) with respect to young women and men engaging as active citizens towards democratic consolidation, sustainable communities and peace.

### **Programme Outcome**

Youth action on peace and sustainable development mobilized in institutions of higher education and appreciation of cultural diversity.

### **Programme Output**

Respond to the UNESCO 38 C/5 -Capacities of member states strengthened to integrate ESD into education and learning, and ESD strengthened in the international policy agenda (MLA 2 – expected result 9)

## **Campus Ambassadors: Methodology**

Through the Campus Ambassadors programme, MGIEP will work with students and educators in the institutions of higher education to co-create spaces for intercultural, interdisciplinary and intergenerational dialogue and civic engagement. The Campus Ambassadors programme will be a global initiative organically linked to MGIEP's Changemakers Programme and YESPeace.

### **Procedures for identification and selection of campuses**

#### **1) Identification of countries for initiation of Campus Ambassadors Programme**

UNESCO MGIEP will mobilize the existing networks as part of YESPeace to identify countries where to the Campus Ambassador Programme. Criteria will be established based on presence of conducive learning environments, understanding of national policy frameworks through mapping exercise. Virtual interviews and consultations will be organized to identify the countries. In the first phase, the mapping exercise will focus upon Asia-Pacific. Based on UNESCO MGIEP's experience of recent Higher Education research, analytical framework will be prepared for the mapping. Multi-dimensional secondary research on curriculum, enrolment of students, curricula, extracurricular activities and settings with special focus to foster culture of peace, respect will be conducted. Based on the findings, the Governments or a University will be approached to initiate the programme in their countries.

#### **2) Partnership with identified college/institution of higher education- Campus Catalysers**

UNESCO MGIEP will enter into a partnership understanding with the identified college or institution of higher education. There would be 5 campuses selected across Asia-Pacific in the first phase of the programme. The selected colleges will have the capacity to reach out to network of colleges in their vicinity. The selected colleges will be called Campus Catalysers who will align their extracurricular initiatives with the activities of Campus Ambassadors programme. Each campus will have different timelines depending upon their academic calendar. The Campus Catalysers will reach out to a department of a university/college/institute of higher education in their close vicinity and identify them as peer campus catalysers. The campus catalyser and peer institute will identify a topic of their interest relevant to building youth capacities for peace and sustainable development and jointly develop a plan of action for one year where students will be mobilized on SDG Target 4.7.

#### **3) Identification of Campus Ambassadors**

Each catalyser college and peer network will undertake a process to identify one ambassador from their institutions who would act as focal point of all communication, take lead role in organizing activities. The ambassadors will be selected/nominated by the campus catalyser by a jury which will comprise eminent youth, policy maker, and MGIEP staff. The selection criteria will be established by MGIEP and will focus to select young people based on their motivation, previous activities and intention to utilize this opportunity to further the personal and professional goals. In the first year, 10 Campus Ambassadors will be selected.

## **Role of the Campus Catalyser and Ambassadors**

The campus catalyser will be supported by MGIEP in implementation of the action plan.

### **1) Online interaction and Webinar on PSG**

The selected ambassador will take part in bi monthly webinars where eminent speakers from the fields will be invited to discuss on current issues affecting young people. The campus ambassadors will jointly work with their international peers to organize Google Hangouts on the topics and will gather youth participation from their institutions and outside.

### **2) Campus Outreach Challenge**

Each peer network will identify 3 Main Activities which focuses on building youth capacities for taking active role in the implementation of SDG Target 4.7. The scope of the activities should address the issues but not limited to youth action on peace, sustainable development, global citizenship. The peer network will take part in Campus Outreach Challenge to maximize the reach of the project to the number of youth. However, quality interventions will be planned and therefore the winner of the challenge will be selected on the basis of youth reached out to and the impact assessment. The scope of the activities could be but again not limiting it to workshops, debates, symposiums, festival, campaign which fosters in The Campus Catalysers will identify a topic of their interest relevant to building youth capacities for peace and sustainable development and develop a plan of action for 1-year intercultural understanding, learning.

### **3) Learning Facilitators Meet**

An integral part of the UNESCO MGIEP Campus Ambassadors Programme would be the Learning Facilitator Meet which would allow all the Campus Catalysers and UNESCO MGIEP to assimilate the outcomes and milestones of the academic year and design the plan of action of the following year. The meet would be attended by the college principals and facilitators of the mobilisation activities.

As a part of the Learning Facilitator meet, a student's exchange will take place, wherein the student ambassadors shall be invited. This will give them a platform to display the work done by their respective campus catalyser colleges throughout out the academic year.

### **4) Unconference or Open Space Conference**

An experimental initiative will be implemented to map the key learnings and achievements through the Unconference style. A resource person will be invited to facilitate the meeting spanning over 2 days' duration to present the interesting project ideas, what worked and what did not work and the plan of action for the second year will be jointly developed.

## **Reporting**

The campus catalysers and the student ambassador would be expected to report UNESCO MGIEP of the activities undertaken by them.

### **Activities in Nutshell:**

- 1) Mapping exercise in 8 countries to identify 5 countries for initiation of programme
- 2) Partnership understanding established with 5 institutes and identifying campus catalysers and peers
- 3) Launch of the initiative in each country
- 4) Selection of 10 Campus Ambassadors in 5 countries
- 5) Campus Outreach Challenge with clear plan on 3 main activities jointly developed by campus catalysers and ambassadors
- 6) 4 Webinars and 3 Google Hangouts
- 7) Learners Facilitators Meet
- 8) Unconference and conclusion and development of second phase action plan