



A Focus On Nature



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THE YOUTH NATURE NETWORK

2 YEAR PLAN

2020-2022

A FOCUS ON NATURE IS THE UK'S YOUTH NATURE NETWORK.

WE CONNECT young conservationists using our social media platforms, providing a safe, secure and enjoyable environment for young people to engage with each other and the wider movement.

WE SUPPORT young conservationists through their education and early careers, connecting them with skills, experience and advice from established professionals via our mentoring scheme.

WE INSPIRE young people by organising events and showcasing talent, diversity and passion in a variety of ways. Our campaigns reflect, amplify and unite youth voices, creating a powerful force for change.

FIND OUT MORE ABOUT AFON...

Follow the links below to discover more about the UK youth nature network:

[ABOUT US](#)

[HISTORY](#)

[BLOGS](#)

[THE AFON TEAM](#)



WHAT'S NEXT FOR AFON?

2 YEAR PLAN

This plan is designed to help us to be accountable to ourselves and to the wider AFON network over the next 2 years. This document by no means outlines everything that we intend to achieve, but highlights a few of the overarching goals identified by the current committee for their own area of work. We will strive to be adaptable, open to suggestions, corrections and direction from our network to ensure that we remain relevant over the next 2 years.

2 YEAR TARGETS

ONLINE NETWORK

Create a comprehensive social media strategy that ensures that everything we post contributes to a wider organisational goal.

Start reporting on our content and tracking our success, enabling us to start refining our social media presence to become more effective and engaging.

Set up a constant flow of content from the regional representatives and establish them as key content creators.

WEBSITE

Continue updating the website to reflect the work of the wider network, adding and adapting pages to reflect new approaches and policies where necessary.

Increase the accessibility of the website by adding image descriptors to images and reducing large chunks of text where possible.



MENTORING SCHEME

Achieve and maintain a mentee application rate of 50 per year.

Increase mentee engagement with the scheme (measured by response rate to mentee feedback surveys).

Develop a careers section on the website with resources, blogs, and advice from mentors. Have plan established and start the development of this section by end of 2020, with the aim to launch online by early 2021.

Increase the diversity of the mentor panel.

REGIONAL REPS

Double the number of active regional reps, ensuring a broader spread of AFON representatives across the UK.

Increase events and activities led by regional reps which connect with new audiences or groups in their area.

Encourage and enable regional reps to confidently organise and deliver more events at both a local and a national level, working together where appropriate.

Increase the diversity of the regional reps.

EVENTS

Develop and deliver a programme of varied and relevant online events to compliment those which can be delivered in person.



INTERNAL ORGANISATION

To create a functional, shared online space to effectively store resources, documents, and media, which can be accessed remotely by the committee and other AFON volunteers.

To build up a bank of high quality photographs and video footage, along with the appropriate consent forms, to enhance our online content and other AFON resources.

To establish an effective system for tracking partnerships and external communication, creating a smoother handover process when welcoming a new members of the committee or regional reps.

PARTNERSHIPS

To develop strong, working relationships with other organisations within the conservation sector and continue to increase the reach of AFON.

To work in partnership with and draw upon the expertise of other organisations and individuals to develop and inform our work e.g in the delivery of our equality and diversity action plan.

To work on partnership projects to lobby for change in the sector.

DIVERSITY AND INCLUSION

Become a more diverse, inclusive network by working together to prioritise and deliver our **Equality, Diversity and Inclusion Action Plan** in cooperation with our partners and the wider network.



THANK YOU

AFON would not exist without the hard work and commitment of our volunteer team, the generosity of our funders, or the support of our partners. Thank you to everyone who has contributed time, funding or advice to AFON in the past and to all who continue to offer their ongoing support.



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[THE AFON TEAM](#)

[SUPPORTERS](#)

