

“Human rights violations related to insufficient ambition on climate action are no different than other human rights violations, and even bigger in scope. They condemn millions of people to premature death, hunger, diseases, displacement, not just in the future but also at present. They contribute to conflicts and to the unfolding cycle of human rights violations. They perpetuate and accelerate current inequalities and discrimination against those who are already being oppressed by systemic injustices. Failure to adequately tackle the climate crisis is a form of discrimination.”

Stop Burning Our Rights, Amnesty International, 2021

**think of  
other  
people's  
need**

Try a  
minimalist  
approach to  
life

**Consume  
less meat  
and dairy**

**Walk  
where  
possible**

**shop daily  
rather  
than  
weekly**

**Eat  
less  
meat**

Be more  
conscious!!!

**Volunteer  
locally**

**Buy only  
what we  
need**

Educate- why  
are we  
growing our  
own veg for  
example

Stop having  
sustainable  
products  
being  
unaffordable

Share clothes  
with relatives  
and friends

Consider  
electric cars  
and  
sustainable  
energy  
sources

**End the  
notion of  
retail  
therapy**

**be less  
selfish**

**foster a spirit  
of  
volunteerism  
in  
communities**

Repair what  
you can-  
expand your  
own DIY  
knowledge in  
the process.

Interview older  
people in  
community to learn  
from them in terms  
of living sustainably

What can we do to  
create a care-based  
economy?

Look at older and  
eastern world family  
models- child  
centred and  
generations living  
together for support

**Question  
where our  
products are  
coming from**

Eat locally and in  
season- reduce food  
miles etc support  
local producers,  
visit farmers market

**Reduce,  
reuse,  
recycle**

Travel more  
sustainably-less  
flights!?!

Promote local  
business/produce

Share great example  
of upcycling and  
living sustainably eg  
Swedish shopping  
centre

**Grow your  
own veg**

**Pledge to not  
buy any new  
clothes etc for  
certain time**

**Banish for  
myself the  
notion of retail  
therapy**

**Consume  
less**

**ban all  
advertising of  
products for  
sale**

**Aim to fill your  
recycling bin  
more than the  
waste bin at  
home**

Be active citizens-  
use democratic  
structures to  
support this way of  
thinking



The difficult climb may be difficult because it's the wrong direction

skating into disaster

I see graffiti as a way of acting/making people aware- if done legally of course!

I see this as a circle and that we are all connected

Urban landscape needs more nature



What I was saying about generations living together again- helps with support with children and then with elderly. Giving and receiving. Togetherness and care

I see this as we can only go so far before we fall very quickly

left may refer to the danger of prioritising and seeking an increase in GDP. Right possibly shows degrowth which shifts focus towards wellbeing of our society and environment



?





Image of "Fat Cat" Capitalist taking advantage of the "small people" is very powerful. Unfortunately feel this American idea of wealth and growth to make a small number of people very wealthy is very pervasive at present

Capitalism.  
Greed.  
Inequality

North and  
south  
divide



Impact of  
our  
choices

Deforestation



Too  
much!

Consumerism.  
OTT



“Action on behalf of life transforms. Because the relationship between self and the world is reciprocal, it is not a question of first getting enlightened or saved and then acting. As we work to heal the earth, the earth heals us.”

– Robin Wall Kimmerer, *Braiding Sweetgrass*

# Empty Your Brain: Idea Generation Activity



Exercise 1:

## Empty Your Brain

**CORE FUNCTION: YES**

**CORE TOOL: NO**

(Though this is almost always a great way to get started)

**Level of difficulty:**

Easy

**Time:**

10-15 minutes

**People:**

Individually and then in small group

**Materials:**

Post-its, markers, focus question printed for each group

**Purpose of this exercise:**

Getting familiar with the focus question and getting those first ideas out.

**Expected outcomes:**

First ideas to answer focus question.

**Expected Campaign Canvas outcome:**

None, directly.

**How this exercise leads to the next section:**

This is one of several possible idea generation methods.

**Facilitation Pointers:**



For this and other exercises, it can be helpful to have a music player and speaker set up so you can turn appropriate music on/off to put people in a creative mood.

YOU ARE IN IDEA GENERATION

CAMPAIGN ACCELERATOR TOOLKIT

DEFINE

SENSE

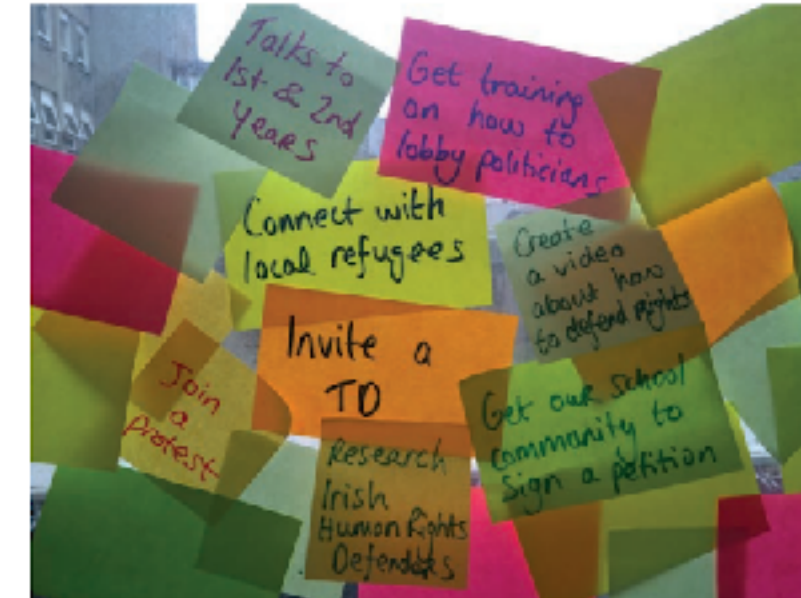
CREATE

PROTOTYPE & TEST

PLAN & PITCH

147

## EMPTY YOUR BRAIN ACTIVITY



**Materials:**

Lots of post-its in different sizes and colours, pens and markers, a selection of interesting printed photos or images related to human rights and youth action.

**Time:**

30 minutes

**Method:**

Divide into groups of 3-4 students. Give each group a bunch of post-its.

**Ideas:**

The first task is to silently come up with ideas, one idea per post-it, on how they and others can take action for human rights. You can leave this open to any human rights issue, or choose an area of human rights to focus on. Write as many ideas as possible - the crazier, the better!

**Photo-Inspiration:**

After 3 minutes lay interesting photos related to human rights and youth activism on the ground or on a table and ask each group to choose a few photos to inspire them. Other prompts such as music, text or video could also be used to inspire ideas.



**Group-Thinking:**

They now have another 5 minutes to come up with as many ideas as possible and talk to each other to inspire each other. Never say no to an idea, be open to everything, and think big!

Thank you

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Youth Activism resources:  
<https://www.amnesty.ie/youth/>