



## Programme Overview

### What is the #andshecycles Ambassador Programme?

Across Ireland, data shows that just one in every 250 teenage girls cycle to school every day. The #andshecycles campaign was developed to explore, understand and address barriers to cycling for teenage girls. Emerging from the #andshecycles research, it is clear that cycling for girls is not nearly as accessible as cycling for boys.

The #andshecycles Ambassador Programme is a unique development of this campaign with a focus on addressing the teenage cycling gender gap. This will be achieved through building and supporting student leaders to take action to enable and empower teenage girls to cycle to school.

There are three programme objectives:

- 1. Develop role models & leaders for school cycling amongst teenage girls*
- 2. Empower teenage girls to shape the cycle-friendliness of their institutions*
- 3. Provide opportunities for teenage girls to cycle*

The #andshecycles Ambassador Programme, then, is about teenage girls taking action and leading the way so they themselves and others have the *genuine option* to cycle.

### Who can apply?

Since this programme is in part about developing and supporting female role models and leaders to tackle the cycling gender gap, applicants are limited to girls/young women attending an active Green-Schools secondary school that is currently on the Travel or Global Citizenship Travel themes. Students can apply individually or in teams of two or three. Boys and/or non-binary people within these schools are welcome and encouraged to work with and support these ambassadors to address the cycling gender gap.

### Is the programme only for 'cyclists'?

This programme is open to *girls who do not cycle but would like to* as well as girls who cycle. We welcome those who are passionate about creating change to *enable* girls to cycle!

## **Do I receive any resources for participating?**

Successful applicants will receive an 'Introductory Pack' including a branded #andshecycles Ambassador hoody and pin, and #andshecycles badges for students in their school that are allies of the campaign.

## **What is involved in the programme?**

The programme involves four stages:

1. **Application stage**, where students apply and are selected;
2. **Training stage**, where students are briefed and trained in a selection of skills that will help them take action to address the cycling gender gap;
3. **Action stage**, where students take action to enable and empower girls to cycle to school;
4. **Award stage**, where each ambassador/team of ambassadors are awarded their certificate of completion and outstanding achievements will be recognised.

## **Will there be opportunities to network with other students?**

Ambassadors will have the opportunity to meet with other Ambassadors from across the country in our online briefing and 'Network Gatherings/Support Sessions' that take place throughout the 'Action Stage' of the programme between February and September 2021. These gatherings will be an opportunity to develop skills, share ideas, support one another, generate collective motivation, collaborate, and build solidarity as Ambassadors for tackling the cycling gender gap.

## **What is the briefing event?**

Your first commitment and event as an Ambassador, the briefing event will provide you with an opportunity to meet and get to know the #andshecycles Ambassador Team and, most importantly, your fellow Ambassadors. It is also an opportunity to be given a detailed overview of programme and some potential actions you can take as an Ambassador.

## **What kind of training is provided?**

As an Ambassador, part of your commitment to (and part of the value of!) the programme is to attend our online training events. This is vital for getting you in the frame of mind, and getting you equipped with the skills necessary, to take action to enable and empower teenage girls to cycle to school. Building on the problems/barriers and actions identified in the briefing event, training will cover topics such as:

- Action Planning
- Organising a Media Campaign
- Leadership Skills

- Presentation & Communication Skills
- Video Production

As a result, depending on the actions you choose, as an Ambassador you will be provided with an opportunity to develop a number of highly useful transferable skills in the areas of leadership, communication, community engagement and negotiation, public speaking, and so on.

### **What kinds of actions should be taken?**

Overall, this programme is about *you* taking the lead with action, so creativity, passion and resolve are welcome and necessary attributes in being an Ambassador.

As described above, our training will facilitate and guide the development and implementation of a range of actions that can contribute to the enablement and empowerment of teenage girls to cycle to school.

There is great scope for creativity in coming up with your own ideas for action. In thinking about actions, it can be helpful to reflect on the core objectives of the programme (listed in the first section of this document) and how you can take action to realise these aims. We will be there to help you along the way, along with your Ambassador colleagues with our monthly Network Gatherings/Support Sessions!

### **What is expected of me as an Ambassador?**

By applying to participate you commit to the following actions:

- To attend the Online Briefing Event in January 2021
- To attend at least one online Network Gathering from February-August 2021
- To complete two substantial actions to enable and empower teenage girls to cycle
- To submit 'Action Report' in September 2021
- To attend the #andshecycles Ambassador Awards in October 2021

Additionally, in your actions as an ambassador, it is vital that – at all times – you treat others that you are involved or engaging with with the respect and courtesy.

### **What are the awards?**

The awards involve an event in which all ambassadors come together to showcase and celebrate their work and be presented with their certificate of participation. As part of these event, we will be planning a number of exciting mini-event such as (potentially) a panel discussion, debates on topics to do with the campaign, and showcase of actions. The award ceremony will also feature trophies for three ambassadors on the basis of 'outstanding achievement'.

**Key Dates (Subject to Change):**

- **28<sup>th</sup> January:** Ambassador Online Briefing Day (10am – 12.30pm)
- **28<sup>th</sup> January:** Online Teacher Briefing and Q&A (6pm – 7pm)
- **February to September:** Action Phase
- **Zoom Networks Gatherings:**
  - i. **13<sup>th</sup> February:** NG#1 – Communications & Media (12pm – 1pm)
  - ii. **March (Week Two):** NG#2 – Leadership
  - iii. **April (Week Two):** NG#3 – Video Production
- **Summer:** Social Media Campaign
- **17<sup>th</sup> September:** Action Report Submission Deadline
- **Late September:** Selection of Outstanding Ambassador Winners
- **Early October:** Online Awards Event