



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?

The #andshecycles Ambassador Programme is open to students in schools that are actively working on, or have completed, the Green-Schools Travel and/or Global Citizenship Travel themes. The #andshecycles Ambassador Programme is inclusive and aims to build a supportive environment for all chosen ambassadors. Students can apply as an individual or as part of a team (max three people per theme) however, each team member must submit their own application form.

Is the programme only for 'cyclists'?

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

Do I receive any resources for participating?

Successful applicants will receive a 'Resources 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 at our training event and online 'Network Gatherings/Support Sessions' that take place throughout the 'Action Stage' of the programme between November and May 2022. 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 does the training event involve?

The training 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. Depending on restrictions at the time this event may be held online.

What do the online Network Gatherings/Support Sessions involve?

As an Ambassador, part of your commitment to (and part of the value of!) the programme is to attend our online Network Gathering sessions. 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 training event, the Network Gathering sessions will cover topics such as:

- Action Planning
- Organising a Media Campaign
- Leadership Skills

- Presentation & Communication Skills
- Bike maintenance

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 regular Network Gatherings/Support Sessions!

What is expected of me as an Ambassador?

By applying to participate you commit to the following actions:

- To attend a Training Event in November 2021
- To attend at least one online Network Gathering session from December – February 2022
- To submit an 'Action Plan' in December 2021
- To complete two substantial actions to enable and empower teenage girls to cycle in your school or community
- To submit 'Final Report' in late April 2022
- To attend the #andshecycles Ambassador Awards in May 2022

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 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. The award ceremony will also feature trophies for three ambassadors on the basis of 'outstanding achievement'.

Key Dates (Subject to Change):

- **November:** Ambassador Training Day
- **November:** Online Teacher Briefing and Q&A (6pm – 7pm)
- **December – April 2022:** Action Phase
- **Online Network Gathering Sessions:**
 - i. **December:** NG#1
 - ii. **January:** NG#2
 - iii. **February:** NG#3
- **December:** Submit Action Plan
- **Late April:** Celebration Event
- **End of April:** Final Report Submission Deadline
- **Early May:** Selection of Outstanding Ambassador Winners
- **May:** Awards Ceremony

*Note: When participating in our online events we expect the camera on your device to be turned on at all times.