



Our Youth Engagement Ambition

Our Ambition: To inspire and empower young people to act for wildlife and shape our future!

We want to create a future in which Yorkshire Wildlife Trust inspires and empowers young people (aged 13-25) to safely take meaningful action for wildlife and in which young people influence our approaches, give us unique and fresh perspectives to keep us relevant and innovative in our sector, and are our greatest advocates and supporters.

We will have achieved our ambition when we offer young people a platform and a network, amplify their voices, and help them to feel heard and hopeful about their future and empowered to shape it, whether that is by developing their knowledge, skills, and confidence or by providing wide-ranging opportunities for them to act at all stages of their journey towards a wilder future.

Our Approach: To achieve our ambition, we will strive to:

- Reach and include young people from a diversity of backgrounds and starting places
- Be truly accessible and welcoming
- Be compelling and credible
- Act authentically and with accountability
- Demonstrate the value we place on young people
- Cultivate belonging by integrating young people into our essential functions
- Provide opportunities to influence and lead areas of our work
- Embed learning and evolve
- Harness the power of partnerships to grow our reach and reputation
- Connect young people with each other, our work, and diverse opportunities to act and develop
- Think long term
- Work consistently
- Champion the next generation of environmentalists, conservationists, and wildlife ambassadors