The Action Plan
The Outline, Timeline and Group Process
WORLDMERIT360
THE ACTION PLAN

Action Plan 003 (AP003) is to be developed by our chosen Action Plan Executors (APEs). Working directly within the framework of the United Nations Sustainable Development Goals (SDGs), this Action Plan (AP) will be developed and implemented to ensure large scale impact.

There are eight core steps within your Merit360 journey:

BEFORE
Virtual Process

- **March**
  - Team Development, Expectation Setting and UN SDG knowledge sharing

- **April**
  - Establish Vision and Team Resources analysis to develop the SDG Action Plan Criteria

- **May**
  - Getting an SDG expert on board to mentor in the Action Plan establishment

- **June**
  - Market and Partnership research to prepare for Action Plan development.

- **July**
  - Develop Action Plan by generating ideas and creating a detailed outline

DURING
Offline Process

- **March**
  - Establish Vision and Team Resources analysis to develop the SDG Action Plan Criteria

- **April**
  - Getting an SDG expert on board to mentor in the Action Plan establishment

- **May**
  - Market and Partnership research to prepare for Action Plan development.

- **June**
  - Develop Action Plan by generating ideas and creating a detailed outline

- **August**
  - Action Plan Implementation: Plan development, including timeline, roles/responsibilities, concrete action steps and envisioned outcomes.

AFTER
Virtual Process

- **September**
  - The actual Implementation of the Action Plan by your team

  - Impact Measurement
Every APE will be joining the other changemakers from across the world in their chosen SDG group. As a team you will be sharing knowledge, expertise, ideas and you will collaborate together to develop and implement an Action Plan. To get the most out of this team process, it's important to focus on team bonding, expectation setting, establishing team values, development in cross-cultural communication in the team and goal setting. Your Action Plan Facilitator (APF) will facilitate the group throughout this whole team process.

By March 15th
Team Development

In order to develop the most effective and feasible Action Plan, it is important APEs get familiar and specialize in the United Nations SDG targets and the goal in general. Every APE has different backgrounds, skills, knowledge and expertise. This diversity makes your teams powerful in tackling global goals. The group will align their expertise level by sharing their knowledge and skills.

Before WorldMerit360

March

By March 15th
Team Development

By April 1st
Research SDG & Targets
BEFORE WORLDMERIT360

April

**BY APRIL 15TH**
**SHARE YOUR STORY**

Sharing your story on social media is crucial for World Merit as an international charity wanting to involve a global community. Therefore, all APEs will share a Twitter, Facebook & World Merit Platform post with hashtags #Merit360 and #SDG** (your SDG number) of a photo where you hold a World Merit branded SDG icon.

If you are not a member of Twitter or Facebook, we ask you to build an account to help share the work we are doing. Here are examples of how it will look - don’t forget to tag the photo!

**BY MAY 1ST**
**ESTABLISH TEAM VISION**

Each SDG is very complex. The UN therefore defined specific targets to break down the overall goal of the SDG. To make sure your group can develop a tangible and achievable Action Plan it is important to establish your SDG group vision. What aspect of your SDG is most pressing and most feasible for your group to contribute to? When your group vision is clear, agreed upon by everyone involved, and written down, it will serve as a direction and help keep your Action Plan on track.

**BY MAY 1ST**
**DEFINE PLAN CRITERIA**

You, together with your team members, are taking ownership of the Action Plan by being responsible for the implementation and success. Assuring the feasibility of your Action Plan can be achieved by setting criteria. A resource analysis in your team, focusing on what skills, network and time are available in the team, defines criteria to guide the group on the feasibility of the Action Plan implementation.
As internal experts of Merit360, you are all using your knowledge and experience to develop a specific Action Plan. There are (luckily) many more SDG experts around the world. Input from an external expert in the specific focus area of your SDG group will be crucial as support in your Action Plan development. Therefore, as a group, you are going to research experts in the field who would be interested in mentoring your group.

**By May 15th**

**SDG Expert Research**

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**By May 15th**

**AP Template Practice**

To make sure we all have a common language in the demonstration and communication of our Action Plan, we use a template covering all the aspects of an Action Plan. Tutorials and assignments will guide and help you getting familiar with this tool. You will practice using the detailed Action Plan template.

**By May 19th**

**Top 3 of SDG Experts**

As a team, you will share your research on SDG experts and decide together which three experts would be the most suitable mentors for helping your group achieve the vision. Your team will be responsible to contact these experts and get them on board (with the support of World Merit HQ).

**By June 1st**

**SDG Expert Template**

As a team, you communicate to World Merit HQ the expert(s) who confirmed to mentor your team and offer support in the development of the Action Plan. World Merit HQ communicates official documents and expectation setting. You now officially have your SDG expert on board.
Initially, gather information about how the world is already responding to the global issues we are facing, specifically towards your SDG. What entrepreneurial initiatives are succeeding? What are established organisations or companies doing towards the goals? What ideas are people working on in your SDG? Is there an undiscovered great idea? What was the Action Plan of last year?

Amazing individuals and organizations are already working on strategies and projects to tackle the Sustainable Development Goals. We do not want to reinvent the wheel, instead we start partnerships to showcase the benefits of sparking collaboration. Submit a top 3 of potential global and local partners.

Each SDG group will start a partnership with one global and one local organization or project. Include them in your Action Plan development and implementation.
Use the market research to define existing projects and potentially undiscovered ideas. Do some of the APEs have a personal project that could be interesting to scale? What project ideas could be interesting and are in line with the SDG Vision and Action Plan Criteria? Submit all the outcomes from your research. Each APE needs a minimum of 1 Action Plan idea including a general description of the idea, necessary resources/budget, any revenue streams to become self-sustainable and an estimation of the feasibility of the idea.

As a team you will share your Action Plan ideas and decide together which three ideas fit your SDG Vision and Action Plan Criteria best. These three ideas will become the focus point of your team.

Outlining your Action Plan ideas in detail is crucial for seeing the bigger picture, knowing what is needed and what to expect from the Action Plan. Tools and templates will support your team in elaborating on your Action Plan ideas. A maximum of 3 outlined Action Plan ideas will be brought to the offline event in August.
DURING WORLDMERIT360
August - September

1. Review the three Action Plan ideas with support of experts and choose the one Action Plan idea your team is going to implement.

2. Develop the Action Plan Implementation Plan including a one-year timeline, tasks and deadlines, roles and responsibilities and needed resources.

3. Receive workshops in project management, the financial aspects of a project, marketing, impact measurement and pitching.

4. Pitch your Action Plan idea

5. Commitment of all APEs to implement the Action Plans.
Now the actual impact can start!!! After all your work to develop the most feasible, relevant and impactful Action Plan it is time to actually TAKE ACTION. The developed implementation plan will serve as a guideline throughout the process together with regular virtual meetings and support of your APF and HQ. Constant feedback and reflection will keep your group on track of achieving your goal; making a difference in our world.

To be able to assure impact and success, impact measurement tools are crucial. Knowledge and skills gathered at the offline event will make your group able to establish the needed impact measurement for your Action Plan.