

we are what we do ©



Hello

We Are What We Do has launched a massive, UK wide call to action for all under 18 year olds, inviting them to answer the question:


What would you ask ONE MILLION people to do to change the world?

And it seemed like exactly the kind of thing that you might be interested in!

We Are What We Do is the social change movement the organization behind the Anya Hindmarch "*I'm NOT a Plastic Bag*" and the international best seller, *Change the World for a Fiver*. Their new competition, **running until 19th December 2007**, is scouring the UK for the next generation of simple, small actions that have the power to bring about big change.

Just as their first action, "decline plastic bags", became the "*I'm NOT a Plastic Bag*" campaign, so they'll turn the winning entry into a national campaign that will inspire as many as one million people to action. The rest of the top actions will come together into the next edition in the *Change the World* series.

The competition started with a pilot in 100 schools across the UK, and that's where it works best. So if you'd like your school to get involved, here are some of the benefits:

- Put your school on the map by creating the best new ideas
- Use the competition to add value to work across the curriculum and beyond
-  Give students the chance to create their own simple solutions to the problems that face them
- Use our school guides, presentation and lesson-plans as part of your work

To enter, participants need to submit their actions to the competition website, www.smallactionsBIGCHANGE.org.uk and bring it to life with a photo either of themselves and their friends doing the action, the impact of the action if lots of people do it, or an artistic interpretation of the action.

Entries will then feature on a Google map which will allow people to see what else is going on in their area and all around the country. They will also be able to take part in the regional judging out of which the best entries will be presented to a high profile national judging panel.

If you're interested but have a few more questions, please contact the Competition Helpdesk on competition@wearewhatwedo.org or 0207 9227893.

Thanks

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