

# WELCOME TO THE ECO LEADERS GUIDE!

Within the next few pages, you'll find the Sustainability Changemaker Self-Assessment from the Introduction and Background chapter of the Eco Leaders Guide.

## **INTRODUCTION & BACKGROUND**

Changemaker Self-Assessment

1

To view the full chapter or the complete toolkit, click here to return to the main Eco Leaders Guide website.

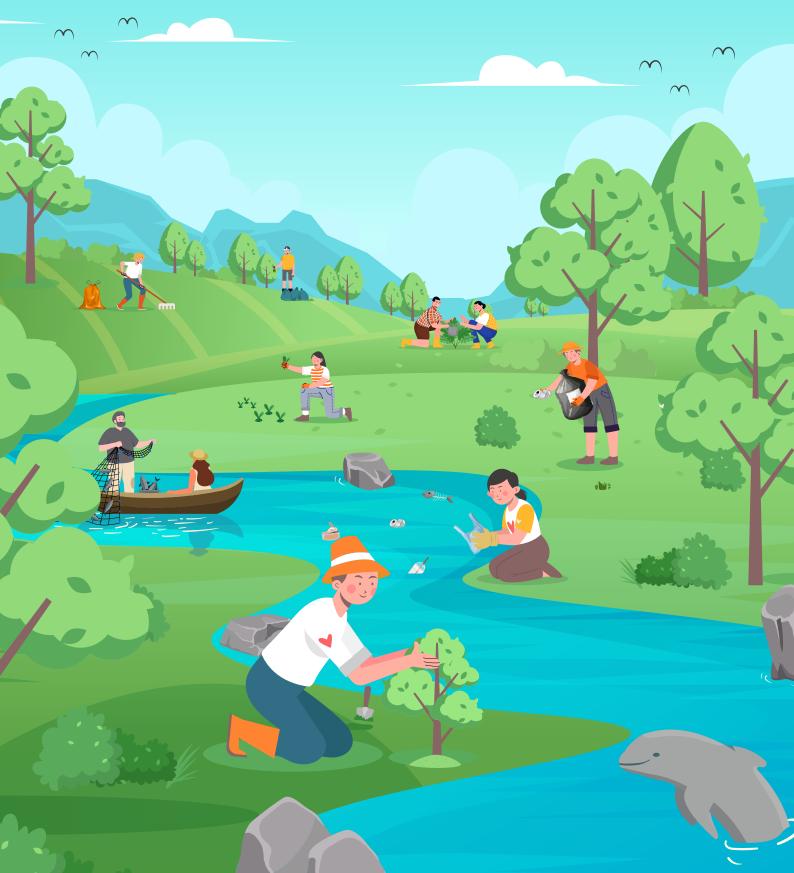






## **Eco Leaders Guide**

WWF's Environmental Education and Youth Advocacy Toolkit for the Mekong Region



#### Disclaimer:

This toolkit is made possible by the generous support of the American people through the United States Agency for International Development (USAID), as part of the USAID-WWF Mekong for the Future program. The contents of the report are the responsibility of the authors and do not necessarily reflect the views of USAID, the United States Government.

#### Acknowledgements:

This 'Eco Leaders Guide' was developed with the invaluable assistance of 11 passionate and talented young people from four countries in the Greater Mekong Subregion – Cambodia, Lao PDR, Myanmar, and Thailand. We extend our heartfelt appreciation to them for their time, ideas, positive energy, and unwavering commitment to being leaders and changemakers in their respective countries for a sustainable future in the Mekong Region. They are:

- Sokleap Lean (Cambodia)
- Kong Raksmey (Cambodia)
- Souphavanh Sensouphanh (Lao PDR)
- Bouasone Keosinouan (Lao PDR)
- Konelasy Vilayphon (Lao PDR)
- Ei Kabyar Moe (Myanmar)
- Phyo Thet Naing (Myanmar)
- Aung Myat Thu (Myanmar)
- Pasut To-ying (Thailand)
- · Wichaya Punsawar (Thailand)
- Rachatawun Nirunsin (Thailand)

We also wish to thank the principal authors, Robert Steele and Watkana Thongrueng of Systainability Asia (Thailand), who worked in close collaboration with the team from WWF-Myanmar and WWF-Asia Pacific: Saw Linn Htet, Gigi Myo Theingi and Heron Holloway. Special thanks to Daniel Thomas for his meticulous copy editing of the toolkit contents and to RICE for the layout.

This toolkit was developed as part of the USAID-WWF Mekong for the Future (MFF) program, which aims to increase civil society and youth involvement, fostering cross-border collaboration, and ensuring effective cooperation among local communities, governments, and experts to address key issues such as renewable energy, climate resilience, and maintaining healthy rivers, streams, wetlands, and lakes.

A validation workshop was conducted on 18 and 19 March 2024, which included participation from invited youth environmental curriculum and advocacy experts who provided valuable feedback for the final toolkit. We gratefully acknowledge their contributions.

- Callum Mackenzie, Co-Founder & Managing Director, Yunus Thailand Foundation
- Kamal Gaur, Asia Region Education Advisor, Save the Children
- Siriporn 'Vivi' Sriaram, Co-founder, Blue Renaissance (Thailand)
- Souksaveuy Keotiamchanh, Founder/ Director, Zero Waste Laos
- Wanchai Roujanavong and Dr. Ratchada Jayagupta, Thailand's representatives to the ASEAN Commission on the Promotion and Protection of the Rights of Women and Children (ACWC)

Finally, we would like to acknowledge the inspiration we received from other youth advocacy toolkits, including those by UNICEF, the Toolkit for Young Climate Activists in the Middle East and North Africa Region/Arab States Region, the UNICEF Advocacy Toolkit (2010), UNICEF's My Advocacy Workplan, and Care International's Toolkit for Youth on Adaptation & Leadership.





## **CONTENTS**

INTRODUCTION & BACKGROUND	•
CHAPTER 1: Exploring the Thematic Issues of the	
Greater Mekong Subregion	2
CHAPTER 2: Developing An Advocacy Position	134
CHAPTER 3: Analyzing and Consulting Your Stakeholders	162
CHAPTER 4: Developing Your Advocacy Plan	181
CHAPTER 5: Implementing Your Advocacy Campaign	240

## Publication details:

Published in January 2025 by WWF – World Wide Fund for Nature (Formerly World Wildlife Fund), Gland, Switzerland ("WWF").

Any reproduction in full or in part of this publication must be in accordance with the rules below, and mention the title and credit the above-mentioned publisher as the copyright owner.

### Recommended citation:

WWF (2025) Eco Leaders Guide — WWF's Environmental Education and Youth Advocacy Toolkit for the Mekong Region. WWF, Gland, Switzerland.

Notice for text and graphics:  $\@$  2025 WWF All rights reserved.

Reproduction of this publication (except the photos) for educational or other non-commercial purposes is authorized subject to advance written notification to WWF and appropriate acknowledgement as stated above. Reproduction of this publication for resale or other commercial purposes is prohibited without prior written permission. Reproduction of the photos for any purpose is subject to WWF's prior written permission.

### © 2025

© 1986 Panda symbol WWF – World Wide Fund for Nature (Formerly World Wildlife Fund) ® "WWF" is a WWF Registered Trademark.

WWF, 28 rue Mauverney, 1196 Gland, Switzerland. Tel. +41 22 364 9111. Fax. +41 22 364 0332

For contact details and further information, please visit our international website at wwf.panda.org

## **TOOL: CHANGEMAKER SELF-ASSESSMENT**

**Instructions:** The following are a list of skills and capacities that are either fundamental, or highly desirable, for successful changemaker leaders in the context of environmental advocacy and leadership.

Use a "1-5" rating scale, where 1 is "not strong," and 5 is "mastery" (full confidence that you are operating at top professional capacity). Check your assessment with someone else you trust, who knows you and your work well.

SCORE 1 - 5	TOPIC & CRITERIA	REMARKS FOR YOURSELF
	Mastery of knowledge base	
	I have sufficient knowledge of environment issues and topics of focus in the GMS related to my topic of interest i.e. freshwater ecosystem management, climate change and renewable energy concepts and information sources.	
	I am up to date with relevant and current news and events related to GMS environment and climate change issues and trends (freshwater ecosystem management, climate change or renewable energy).	
	I feel confident to interact with topic professionals and experts.	
	Self-knowledge	
	I feel I know what my personal strengths and weaknesses are.	
	I am good at soliciting and receiving feedback from other people.	
	I am able to manage and control my anxiety and fears.	
	Listening Communications	
	I am a good active listener.	
	I can take in new information and am able to suspend my judgment to help me listen clearly for understanding.	
	I am able to communicate well (without speaking) to people I'm listening to so that they understand that they have been heard and understood by me.	
	Verbal / Speaking Communications	
	I feel confident that I can stand up in front of a group of people and talk and present my message and views	
	I am confident in speaking in front of a camera, either a computer camera (online), or a hand-held professional camera in person.	
	I am good at adjusting my voice, language level and tone according to the audience I am speaking to, and spatial situation.	

Facilitating	
I feel confident in facilitating meetings and forums of diverse people, backgrounds and issue perspectives.	
I feel confident to facilitate large and small group workshops and conference size events.	
I feel I have the ability to effectively facilitate and resolve conflict situations.	
I am mindful and aware of my body language and facial expression projection and how it affects the energy and responsiveness of groups I facilitate.	
Writing Communications	
Writing ability, i.e. blogs, technical reports, press releases, etc.	
Writing ability in terms of letters, emails, campaign messages, etc.	
Networking	
Networking ability: creating and maintaining social and professional networks.	
Quality of my current network for promoting sustainability-related change.	
Political and Power Relationship Literacy	
Have a good understanding of dynamics of power relationships within the social, professional and political groups I am involved in.	
Ability to interact effectively with a wide range of groups with different types of power dynamics.	
I can successfully gain the trust of people in authority with whom I interact (especially in the context of environment issue advocacy).	
Social Influencing	
I have a good understanding about what motivates people and how people are likely to respond to different situations.	
I am confident about what topics, approaches and strategies are likely to be successful in a given social context.	
I am good at respectfully interacting with a variety of different personality types and different cultural backgrounds and perspectives.	
I have the ability to influence and persuade people to do something new.	

Strategic Situational Skills	
Ability to make adjustments to your message and strategy based on different strategic contexts and situations.	
Ability to quickly respond to changing circumstances and crisis situations.	
I can appropriately balance caution and courage.	
I can confidently make action decisions in the absence of visible cues and signals.	
Personal & Professional Development	
I devote significant time/attention to personal capacity development.	

List other qualities you believe to be important to be an effective environmental advocate and changemaker, and evaluate yourself on those as well.		





Working to sustain the natural world for the benefit of people and wildlife.

together possible ...

panda.org

© 2025

WWF® and ©1986 Panda Symbol are owned by WWF. All rights reserved. WWF, 28 rue Mauverney, 1196 Gland, Switzerland. Tel. +41 22 364 9111 CH-550.0.128.920-7

 $For contact \ details \ and \ further \ information, \ please \ visit \ our \ international \ website \ at \ wwf.panda.org$