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Assessment 1

Community Engagement
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Introduction

This report is based on the development of a community engagement programme in UNESCO which is known as Education 2030 Framework for Action (FFA) established in 2016, based on the challenges that have been mentioned in the assessment, where discrimination has been chosen as a challenge for society. Although, community engagement is considered as the participation and the involvement in an organisation because of the welfare of the community. It is highly identified as the procedure of working together through and with the groups of individuals who are allied and relied on by the special interest, geographic proximity, or equivalent situations in order to direct the issues or the challenges that are influencing the well-being of those individuals (Bnpparibas.co.uk 2021). Community engagement is something that can be determined as a powerful vehicle for conducting the changes in the society such as behavioural and environmental. This report is going to address the developed project plan of UNESCO which will help to mitigate this selected challenge as society has been suffering from discrimination for a long time which is more like an unfair treatment to the humans, based on their age, gender, sex, race and sexual orientation (Apa.org 2021). The aim of this report is to analyse the current project plan of UNESCO and its effective impact that will influence the community engagement along with the participation of stakeholders and community engagement practitioners.

Development of Project plan for a community engagement programme

Overview of the plan

As it has been identified that discrimination in society has taken a huge part where there is unfair treatment to various groups of individuals based on their age, gender, sex, race and sexual orientation. Discrimination is a huge challenge that society is facing as it influences the well-being and opportunities of the individuals along with their sensation of the agency (Apa.org, 2021). In order to mitigate this challenge, UNESCO has executed a Community Education plan which is known as 'Education 2030 Framework for Action (FFA)' which is required to hold for spreading awareness regarding the negativity of discrimination among the community participants through campaigning and promotion (UNESCO.org 2021). The aim of the Education 2030 Framework for Action (FFA) is to spread awareness by educating the both the younger and older generation regarding the human rights as they are responsible for spreading and supporting the discrimination in the whole society (UNESCO.org 2021), which is having a bad influence on the younger

generation leading to the impact of hatred. The plan was established in 2016 in order to promote lifelong learning along with the implementation of the sustainable development goal (UNESCO.org 2021).

This Community Educational plan of UNESCO will be an effective mode of mitigating this selected challenge as preserving subjection to discrimination can conduct human beings to objectify the stigma or prejudice that is being addressed against them, fear, low self-esteem along with stress and poor health.

<i>Activities in the plan</i>	<i>Responsible person</i>	<i>Resources</i>	<i>Cost</i>	<i>Timeline</i>
Plan making	Team leader, manager	Financial resources and Funding	20,000 GBP	6 months
Contacting the stakeholders	Project leader, management and team	Social media, Emails, Contact information	30,000 GBP	9 months
Resource arrangements	Project leader	Transportation along with pamphlets	50,000 GBP	9 months
Implementation of the plan	The management with the whole team members	Social media platforms, locations and areas for campaigning such as institution and universities	10000 GBP	24 months
Monitoring and impact analysis	The management	Survey tools, interview questions, system data	60,000 GBP	10 years

Analysis of the program plan with principles and standard of community engagement

The development of this Education 2030 Framework for Action (FFA), helps to addresses the discrimination issue in the society and how a community engagement plan helps to eradicate the stratification from the people. Holding the Community Educational programme plan by the

individuals of community engagement is to ensure a rights-based approach for the society, significantly the older generation with the higher-class societies (Facebook.com 2021). This education is not only spreading awareness with the help of educating the individuals of the society but **also it is ensuring accessibility**, diversity, equity, empowerment and local capability, which are submerged throughout the standards of the community engagement. This helps to contradict the fundamental standards that would guide the practice of community engagement.

As per the standards of community engagement, this development of a Community Educational plan will eventually foster and optimise the development of the sense of social responsibility of the community with the help of optimising the awareness of social issues among the members of the community as well as deliver a medium through which the sense of these members can be easily transformed into actions (Facebook.com 2021). Also, the involvement of significant stakeholders is crucial for the well-being of the community. **As per the studies, it has identified that** the development of a Community Educational plan is crucial for educating the individuals like the thought of discrimination arises due to the lack of education and awareness and community participants are one of the active members of this discrimination (Scdc.org.uk 2021). Education has always played an effective role where it educates the individuals regarding the social, cultural and legal impact of the society which includes the rights and the wrongs. The development of the programme plan is an approach towards society as discrimination is illegal under the law. However, due to the uncertainty of rational decisions, it is frequently difficult for the judiciary to determine if anybody has discriminated.

In terms of community engagement principles, it highlights the openness and learning which help all the individuals to get involved in the active listening with exploring new ideas and thoughts that would change their way of thinking towards society through predetermined outcomes along with severely implementing the activities of the community engagement for the effectiveness (Scdc.org.uk 2021). Henceforth, it is worthwhile to develop a Community Educational programme plan for the effectiveness of society.

Benefits of stakeholder's participation

According to Edward Freeman's theory, a stakeholder is considered to be a member or a group of individuals without whose support the organisation or any platform would cease to exist. So, engaging with the stakeholders of the community will benefit the programme plan (Freeman and Dmytriiev 2017). Also, it not only creates advantages for the community but also it will improve

the decision-making of the members of the community by moving forward in reducing the conflicts of the society (Brennan 2021). Henceforth, there are the requirements of few stakeholders for participation in the development of Community Educational programme **plans in UNESCO**.

<i>Stakeholders</i>	<i>Role</i>	<i>Benefits for the project</i>
Educators	They will educate the individual members of the community.	The educators will bring the knowledge and the awareness regarding the negative impact of discrimination in society by educating them eventually.
Members of the community	To participate and Gain knowledge from the programme plan.	Members of the community play a vast role in the development of the Community Educational plan as it is for them to get educated to understand the rights and the wrongs of the society and how that is having a bad and negative impact on the young generations and the poor individuals of the community, henceforth it needs to get stopped with the help of education.
Government and Bank	They will help in funding and investment.	This will help in the effective application of the education programme plan, apart from that there will be a high-quality arrangement, there will be no financial disparity and there will be proper distribution of resources without any insufficient financial problems.

Stakeholders' relationship

As has been already highlighted, stakeholders like educators, members of the community, and government and banks will be participating as the stakeholders. They are highly essential for the development of the Community Educational program **plan in UNESCO** as they are internally connected with the programme plan (Brennan, 2021). The stakeholders are putting the

effectiveness in the programme plan for reducing discrimination in society. But in order to establish further relationships among them, there are few general strategies that will help to develop the relationship among the stakeholders. In order to make the Community Educational plan much more successful, it is required to enhance the relationship of the stakeholders by gaining their trust right from the beginning with a clear mode of communication regarding the project plan. According to the standards of community engagement, communication plays an important role in community engagement programs (Martinez *et al.* 2020). As a result, it will foster citizen engagement and acceptability, which are major elements for any project's success.

Impact of different social media platforms suitable for engaging stakeholders and supporting the project programme

For engaging stakeholders, social media is a platform that acts as an effective pathway for supporting the project programme along with engaging the stakeholders. The development of the Community Educational project plan on discrimination is initially required to plan its setup over the Facebook platform as it is the most convenient platform which is utilised by 96% of the individuals of the community as considered as the most influential social media of 21st century (Facebook.com 2021). It helps to bring the stakeholders more into the policy development procedures, which initially introduces the individual members of the community towards new perspectives, permitting them to think about their policy options that usually go beyond Facebook. Facebook is a huge social media platform where an individual can share vast knowledge or awareness regarding race and sexual discrimination (Dessart 2017). Alongside, it is also helpful to utilize other platforms such as Twitter, WhatsApp and Instagram in order to spread awareness more adequately and rigorously. WhatsApp, Twitter, and Instagram are the external modes of social media platforms that are utilised to gain support for the project programme and engage the stakeholders more easily in less time (Freeman and Dmytriiev 2017). All these are considered effective social media platforms that can help promote the program to a large number of audiences across the globe and bring stakeholders.

Impact of the project plan to promote community participation and collaboration

The participation of the community is about the ordinary citizens that help in accomplishing the requirements along with participating in the project budgeting and planning, monitoring and

implementing (Reynolds and Sariola 2018). This eventually helps in improving and enhancing public resource management along with reducing corruption. Active community participation in the community project planning as well as execution might improve and enhance designs of the project through the utilisation of the local knowledge, optimisation of the project suitability, constructing an equitable distribution of benefits (Freeman and Dmytriiev 2017). It also helps in ensuring the sustainability of the project along with promoting local resource mobilisation.

Impact of the project plan to enable multiculturalism and socio-cultural integration

There are multicultural individuals present in the participation of the educational project plan, so when we are educating them regarding the negative effect of discrimination, then there is a possibility of the reduction of the cultural challenges that have been occurred in the community for so long (Network for Business Sustainability 2021). Henceforth, this will be the first step where the community project plan is helping in the mitigation of the multicultural challenges. This is helping to spread the awareness more intensively, and then when the awareness is increased in the society, then the individuals are likely to take steps on behalf of the community project plan in order to educate more individuals of the society (Brunton et al. 2017). Then socio-cultural integration can happen with the help of the community project plan.

Importance of forward-looking approach to a community engagement practitioner

The forward-looking approach is utilized for considering the developments of the future when making effective project plans, significantly in relation to utilising modern equipment and methods (Expleo 2021). Henceforth, this will be significant for the community engagement practitioner to make the project plan even more sustainable and will acquire the ability to predict future outcomes. The forward-looking approach helps in gaining a perspective as they move along with the sustainability of the project plan in order to bring effective efficient ideas and understandings.

Conclusion

The paper is significantly focusing on the community engagement projects which are planned for the well-being and the betterment of society. Where it has been concluded that the development of a Community Educational **plan in UNESCO**, is likely to address the discrimination issue in the society and how a community engagement plan helps to eradicate the stratification from the people. This education plan (**Education 2030 Framework for Action (FFA)**) is not only spreading awareness with the help of educating the individuals of the society but also ensures accessibility,

diversity, equity, empowerment and local capability, which are submerged throughout the standards of the community engagement. Education has always played an effective role where it educates the individuals regarding the social, cultural and legal impact of the society which includes the rights and the wrongs. Community engagement is something that can be determined as a powerful vehicle for conducting the changes in the society such as behavioural and environmental. Furthermore, it can be recommended that education always plays a vital role in the future as well where it will help to tackle the gender disparities in poverty, wages and reproductive autonomy along with political power. This kind of community education plan will help in improving the health outcomes of the children and women in society. It should be concluded that education is an effective way of upbringing the generation into a more modified aspect. Overall, this report is helping the community engagement to become an even more sustainable society.

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