

INTERNATIONAL TIBET YOUTH FORUM

Empowering Voices and Inspiring Action for Tibet's Future

18 - 20 July, 2023 | Dharamshala, India



ACTION PLAN

The International Tibet Youth Forum concluded on 20 July 2023, with the adoption of a joint declaration that reaffirmed commitment of the younger generation of Tibetans to the movement and established an action-plan as a blueprint for future advocacy and grassroots campaigns. The vast majority of the forum participants were V-TAG members from different parts of the world. This action plan covers six essential areas that emerged during the discussions: structural framework of V-TAG, capacity-building, coordination and collaboration, forging networks, lobbying and resource-pooling, and funding. Following three days of extensive discussions on Tibet advocacy, along with presentations of region-specific action plans, this comprehensive action plan has been formulated. Its primary purpose is to maximize efforts and strategize the promotion of Tibet advocacy within each region, ultimately aiming to achieve the restoration of Tibet's freedom and ensure the exercise of self-determination for the Tibetan people.

V-TAG MEMBERSHIP CRITERIA:

- Must be registered on the [CTA V-TAG Portal](#)
- Must abide by [V-TAG Guidelines](#)

*The timeline field of the action plan is to be filled by respective regional V-TAG members as per their advocacy calendar.

Structural Framework:

Goal	Key Objectives	Action Steps	Timeline
Recruitment of new V-TAG members	Outreach to specific age groups: students in high schools, Sunday schools, colleges, and universities, young professionals, working adults, etc.	Promotional activities and campaigns at Sunday schools and local youth gatherings Sign-up stalls at community gatherings, festivals, concerts, exhibitions Community outreach programs	
	Raising awareness of V-TAG and its mission within the community	Social media outreach V-TAG forum experience presentation Promotion through social media, QR scans, restroom advertising at local Tibetan businesses including popular local stores and restaurants	
Appointment of a regional coordinator and assignment of roles to members	Appointment of a regional coordinator based on their communication and leadership skills, political knowledge, ability to work in liaison with Central Tibetan Administration (CTA) and other Tibet-interest groups Delegation of responsibilities to all local members on the basis of their educational background, skills, and interests	Regional V-TAG members will elect their own regional coordinator	
Sustenance of V-TAG	Institutionalization of V-TAG under the umbrella of local Tibetan Associations to improve visibility, recognition, and sustainability of V-TAG	Formally reach out to local Tibetan associations and propose an advocacy section, the associated duties of which the V-TAG will fulfill	

Strategic development and assessment	<p>Organization of local, national, and regional meetings</p> <p>Attendance of international forum on a rotation basis</p>	<p>V-TAG members will hold local, national, and regional meetings</p> <p>Members will develop local action plans by carrying out SWOT analysis of their respective state and political developments.</p> <p>Evaluation of past advocacy campaigns</p> <p>Submit annual report to the Central Tibetan Administration</p>	<p>Frequency and logistics of the local/regional meetings TBD by V-TAG members</p> <p>DIIR, CTA will arrange the logistics of the international forum</p>
Branding and Publicity	<p>To create awareness about V-TAG</p> <p>To establish a strong online presence and strengthen outreach to Tibetans, especially youths</p> <p>To increase membership</p> <p>To inform supporters and stakeholders about ongoing advocacy efforts and achievements</p> <p>To educate the public about pertinent issues concerning Tibet</p>	<p>Creation of a V-TAG website</p> <p>Rebranding of V-TAG</p> <p>Request a dedicated page on V-TAG on official CTA website</p> <p>Create and maintain Youtube, Instagram, Facebook page of V-TAG</p> <p>Creation of WhatsApp groups and group pages on other social media of choice</p> <p>Regular updates on V-TAG website and social media pages</p>	<p>To be facilitated by DIIR, CTA</p>

CAPACITY-BUILDING

Goals	Key Objectives	Action steps	Timeline
Skill development of V-TAG members	Skills acquisition through role-specific training for members	<p>Identify and leverage internal resources among existing members who could lead training and workshops for new members</p> <p>Invite resource persons from within the community, Tibet support groups (TSGs), and local educational institutions</p> <p>Increase participation and engagement of members in and with INGOs, think tanks, and local political sphere through various programs and platforms to develop skills and networks</p>	
Advocacy Training	Organize region-specific advocacy trainings in close coordination with CTA	Request workshop facilitation by DIIR to develop effective communication, networking, and advocacy skills for members	To be facilitated by DIIR, CTA
Inculcation of political knowledge, especially the issues in relations with Sino-Tibet conflict	<p>Maintain adequate knowledge of the Sino-Tibet Conflict and other related issues for effective advocacy</p> <p>To keep members informed and prepared for unexpected advocacy opportunities</p> <p>To prepare the next generation of Tibetan advocates who are capable of finding a solution to the Sino-Tibet conflict through innovative thinking and holistic understanding</p>	<p>Distribution of information handbook</p> <p>Sharing of relevant resources including books, journal articles, films, and other media</p> <p>Challenge common misconceptions of Tibet and its political history through self-education</p> <p>Engage in meaningful and strategic debate</p>	

	<p>of Tibet's independent history and its current political situation</p> <p>Confidence-building and experience development in relation to advocating for Tibet in different international forums through knowledge of their inner-workings and procedures</p>	<p>Hold workshops and trainings for members by special guests (CTA, ICT, OOT, NGOs)</p> <p>Participate in free seating hearings at Council of Europe/UN/NATO</p> <p>Internal training</p> <p>Maintain overall knowledge of members on advocacy topics through periodic internal information distribution</p>	
<p>Youth development</p>	<p>Organizing workshops, training to educate, and engage youths of different age groups including primary and high school students, university students, and working professionals</p>	<p>Introduce Tibet history and V-TAG to young Tibetans at Tibetan schools</p> <p>Coordinate with local Sunday schools to involve new youth in advocacy</p> <p>Provide Tibetan and youths studying at various schools, colleges and universities with accurate, verified information regarding Tibet's political history and its current situation to draw interest on Tibet from them</p> <p>Utilize Tibetan experts' knowledge through arrangement of mentoring and master classes</p>	

COORDINATION AND COLLABORATION

Goals	Key Objectives	Action steps	Timeline
Lateral Resource-Sharing	Increased efficiency among Tibetan associations, Tibet Support Groups, NGOs, Tibetan Buddhist organizations and V-TAG members by coordinating similar projects through concerted efforts	<p>Share resources and campaign strategies among different regional V-TAG groups</p> <p>Seek crucial resources, guidance on campaign development from Tibet advocacy groups by drawing upon analysis from past campaigns</p> <p>Collaborate with Tibet advocacy groups to initiate campaigns and amplify its impact</p> <p>Work with Regional Advisory Board and Office of Tibet Special Appointee dedicated for advocacy work</p>	
Increased member engagement	<p>Efficient communications and coordination among VTAG members</p> <p>Fostering a positive work culture</p> <p>Effective decision-making</p> <p>Sustainability and long-term growth of V-TAG</p> <p>Strengthened advocacy and outreach</p>	<p>Creation of international, national, regional and local social media groups (WhatsApp/Signal/Telegram, LinkedIn, Facebook)</p> <p>Facilitate information-sharing</p> <p>Media, publication, research, and academic publication on Tibet; Sharing of resources with the V-TAGs in different regions</p>	

FORGING NETWORKS, COALITIONS, AND OUTREACH

Goals	Key Objectives	Action steps	Timeline
<p>Building a network</p>	<p>Establish an-ever growing network of Tibetan professional and students</p> <p>Create team spirit and build trust among members while respecting others</p> <p>Team work would boost efficiency and productivity, expanding creativity while preventing potential burnout</p>	<p>Actively participating in forum groups on social media</p> <p>Holding formal and informal online group meetings</p> <p>Regularly update the members on achievements, progress, call to actions to keep members engaged</p> <p>Holding quarterly social events such as dinner, picnic, hiking, etc. to get to know and bond with fellow members</p> <p>Supporting other members by sharing job opportunities, internships, scholarship, and other relevant resources</p>	
<p>Building strong relationship with Tibetan NGOs and Tibet advocacy groups</p>	<p>Connecting with Tibetan NGOs and Tibet advocacy group</p> <p>By working together with others, we can pool resources, expertise, and efforts, creating a more powerful and impactful collective force</p> <p>Learning from other can enhance adaptability and resilience in the face of changing circumstances and challenges</p>	<p>Letter to Tibetan organizations across the region to introduce V-TAG and our aspirations</p> <p>Establishing open and regular communication channels. (E.g.: email lists, online forums, or virtual meetings where representatives can exchange ideas and information)</p> <p>Actively support and promote one another's initiatives and events including cross-promotion on social media, endorsing one</p>	

	<p>Collaborative efforts may involve capacity-building initiatives, where organizations can learn from each other and strengthen their skills, knowledge, and capabilities</p> <p>Overall, fostering unity amongst different Tibetan organization and strengthening the global Tibetan movement</p>	<p>another campaigns, and attending respective events</p> <p>Collaborate on joint projects that align with the missions of each group, thereby doubling impact and showcasing the effectiveness of lateral resource-sharing</p> <p>Celebrate joint achievements and successes by recognizing and acknowledging the contributions of different organizations in achieving shared advocacy goals</p>	
<p>Identifying and developing allies</p>	<p>Increased resources and strength in numbers</p> <p>Greater influence with policymakers</p> <p>Broadened outreach and audience by accessing the network, members and audience of allies through joint campaigns on specific but shared interests</p> <p>A reliable support system during challenging times or when facing opposition or being targeted by Chinese disinformation campaigns</p> <p>May lead to lasting organic relationships that extend beyond individual advocacy campaigns ensuring continued support for the Tibetan cause in the long run</p>	<p>Identify movements or causes with overlapping interests that intersect with Tibet's advocacy in some way</p> <p>Engage in political conferences and events for networking and idea exchange among representatives of different movements</p> <p>Work together on joint campaigns or initiatives that address shared concerns</p> <p>Engage with other political movements on social media platforms creating a sense of solidarity</p> <p>Build a coalition with other interest groups. For e.g.: Uyghur, Southern Mongolians, Environment groups, pro-democracy Chinese dissidents, etc.</p> <p>Participate in solidarity events</p>	

<p>Connecting with local and national media</p>	<p>Increases visibility and reach</p> <p>Media coverage adds credibility to your advocacy efforts, enhancing public trust in your organization and cause</p> <p>Raises public awareness and educates people about the issue</p> <p>Influences public opinion, generating support and empathy for the cause</p> <p>Positive media coverage highlights the issue's importance to policymakers, potentially influencing their decision-making</p> <p>Media partnerships lead to ongoing coverage and support for advocacy campaigns, possibly fostering long-term relationships with journalists</p>	<p>Research and identify media outlets that are relevant to your advocacy cause. Look for newspapers, TV stations, radio shows, online platforms, and podcasts that cover issues similar to yours</p> <p>Understanding the target audience of each media outlet helps tailor messages to resonate with their readers, viewers, or listeners</p> <p>Develop compelling stories that highlight the impact and importance of your advocacy work. Human-interest stories and personal narratives are especially powerful in capturing media attention</p> <p>Create press releases, media kits, and fact sheets that provide journalists crucial information making it easy for them to cover the story</p> <p>Respond promptly to media inquiries and requests for interviews</p>	
<p>Building relations with elected leaders from your locality</p>	<p>Networking with elected leaders, academicians, and various stakeholders</p>	<p>Inviting lawmakers to local events</p>	

LOBBYING

Goals	Key Objectives	Action Steps	Timeline
<p>Strengthening lobbying efforts</p>	<p>By facilitating and preparing for local, regional, and national lobbying</p> <p>By retaining support of existing supporters</p> <p>By gaining new support of potential supporters</p>	<p>Know your local political leaders and policy-makers and research their positions, priorities, and motivations to strategize lobbying efforts</p> <p>Pick out those decision-maker(s) who have the power and influence to change the policy related to the problem identified: Who is responsible, Who are the decision-makers? Who do you want to influence? Who needs to change something? When is the most opportune moment to accomplish that?</p> <p>Distinguish between your scope of concern and scope of influence</p> <p>Use openly-accessible legislation tracking tools and services to understand a policymaker’s voting record on Tibet-related bills and also track the progress of ongoing bills</p> <p>Set a SMART lobbying objective:</p> <ul style="list-style-type: none"> • what you want to change • for whom • who will make the change • by how much and • by when 	

		<p>Distinguish between the primary and secondary target audiences</p> <p>Ensure that the lobbying events get maximum coverage from the media</p>	
Focusing on advocacy at the local level	<p>Centralize local level advocacy while complementing existing organizations' advocacy at the national level.</p> <p>Building advocacy through smaller campaigns and projects towards larger regional efforts</p>	<p>Focus on political advocacy at the local level (city, state)</p> <p>Lobby and submit recommendations for Universal Periodic Review (Upcoming: January 2024)</p> <p>Meeting with INGOs such as GreenPeace, Amnesty Intl', Global Affairs Canada, Greater China Division, etc.</p> <p>Collaborate with existing organizations such as ICT (International Campaign for Tibet), ATC (Australian Tibet Council), SFT (Students for a Free Tibet) and others in co-organizing Lobby Days if applicable in your regions</p> <p>Educate Lawmakers</p> <p>Explore creative ways to engage local government & lobby for local change through funding, gestures of support (license plates, establishing "Tibet Day", Tibet Fest support from the city)</p>	
Identify and Understand the Target Audience	<p>Carefully analyze the target audience to ensure that efforts and resources are directed in the most efficient manner</p>	<p>Create a profile of the target audiences containing information about their knowledge and beliefs about a particular</p>	

		<p>policy issue, the subjects of their interest in relation to public policy, and an assessment of potential benefits to the individual of supporting our advocacy goal</p> <p>Ensure all the lobbying participants are thoroughly informed about relevant issues and prepared with their statements and personal testimonials</p>	
Creating a region-specific advocacy calendar	A convenient and strategic approach to planning future advocacy campaigns	Develop a regional advocacy activity calendar containing local events, festivals, holidays, and significant dates to lay out a plan for future advocacy campaigns	
Implement a variety of advocacy approaches to maximize potential results at every level of society	<p>Promote advocacy through education</p> <p>Humanizing Tibetans and countering widely-established but falsified Chinese narratives in academic institutions</p>	<p>Providing Tibetans, especially youths at various schools, colleges and universities with accurate, verified information regarding Tibet's political history and its current situation</p> <p>Work with Tibetan students at local colleges and universities to organize Tibet Awareness events including talks, seminars, film screening, etc.</p> <p>Publish research papers on pertinent issues concerning Tibet and the Sino-Tibet Conflict</p> <p>Publish/broadcast such articles on mainstream media and news media such as Youtube and podcasts</p>	
	Participate in and complement the local Tibet advocacy campaigns	Explore possibilities for creation of an annual regional lobby day or assist Tibet advocacy groups to increase the impact and	

effectiveness of lobbying in case if there's pre-existing lobbying culture in one's region

Advocate, in collaboration with other V-TAGs, for Tibet on the international stage, such as a campaign to expose China's colonial-style boarding schools throughout Tibet that have decimated the Tibetan identity

RESOURCE POOLING

Goals	Key Objectives	Action Steps	Timeline
<p>Advocacy Toolkit and Materials</p>	<p>Establishing a global advocacy resource center accessible to members of the V-TAG</p>	<p>Create a repository of credible documents and materials geared toward Tibet advocacy</p> <p>Enhance accessibility and reach of available CTA resources and messages by linking it on the VTAG website and social media</p> <p>Share relevant resources including books, journal articles, films and other media</p> <p>Translate the advocacy materials into different languages</p> <p>Develop action kits, flyers, and infographics</p>	

FUNDING

Goals	Key Objectives	Action Steps	Timeline
Fundraising	<p>Financial stability thereby, enabling the smooth functioning of V-TAG activities</p> <p>Long-term sustainability</p> <p>Ease financial dependence on CTA alone</p>	<p>Hold local fund-raising events and drives such as concerts, walkathon/marathon, cultural evening, dinner, etc.</p> <p>Identify and partner with local businesses to raise funds</p> <p>Production and sales of special V-TAG merchandise</p> <p>Membership fees</p> <p>Form partnerships with Tibetan social media influencers to publicize V-TAG's fundraising drives</p> <p>Keep donation boxes in stores and community spaces</p> <p>Organize crowdfunding</p> <p>Apply for local grants</p>	
Financial Backing	<p>CTA as a financial backup during crises or for very-specific projects</p>	<p>Seek funding through the Office of Tibet or directly from the Central Tibetan Administration</p>	