

FESTIVAL OF HOPE

# YOUTH ACTION PLAYBOOK



PRESENTED BY  
INTERNATIONAL BACCALAUREATE

[HOPE.IBO.ORG](http://HOPE.IBO.ORG)

[@FESTIVALOFHOPEIB](https://www.instagram.com/FESTIVALOFHOPEIB)





This playbook is designed to empower young people to take the lead in designing and hosting a Festival of Hope (FoH) event. FoH is a youth-centered experience that inspires youth to turn uncertainty into action, build community connection, and explore spaces for dialogue.

Festival of Hope™ is an initiative of the International Baccalaureate.



## IGNITE THE SPARK (SETTING THE FOUNDATION)

01 TAP INTO YOUR WHY



02 ACTIVATE YOUR COMMUNITY SUPERPOWER

03 ACTION OVER EVERYTHING: MAKE IT REAL



# PHASE ONE



# PHASE TWO

## TEAM UP & DESIGN (THE CO-CREATION)

- 04 THE YOUTH TAKEOVER:  
BUILD YOUR SQUAD
- 05 REALITY CHECK: IDENTIFY  
YOUR CORE ISSUES
- 06 DIVIDE AND CONQUER:  
ASSIGN ROLES
- 07 CHOOSE YOUR  
SCOPE
- 08 FIND YOUR SPACE: DITCH  
THE CLASSROOM VIBE
- 09 THE AGENDA DROP:  
PROGRAMMING FOR ACTION





## BUILD THE BUZZ (PROMOTION & OUTREACH)

- 10 BUDGET BOSS: SECURE THE RESOURCES
- 11 BUILD A YOUTH PROMOTIONS TEAM
- 12 GO GLOBAL WITH #FESTIVALOFHOPE
- 13 INVITE VOICES THAT MATTER
- 14 PLAN FOR REAL DIALOGUE



# PHASE THREE



## EXECUTION & ECHO (EVENT DAY AND BEYOND)

15 CAPTURE THE DAY: LET  
THE ENERGY LEAD

16 LEVEL UP YOUR EVENT:  
HOPE NEEDS ACTION

17 SHARE WHAT'S  
NEXT

18 KEEP THE MOMENTUM  
GOING

19 LEGACY MODE: SPOTLIGHT  
YOUR CHANGEMAKERS



# PHASE FOUR



# LET'S GO.





# TAP INTO YOUR WHY

What's the issue your community cares about most? What gives your generation hope? Start with student voices—not assumptions.

## ACTION STEP

Host a listening session, open mic, or quick survey. Let youth pick the theme based on their lived experience.

### GET INSPIRED!

UWC Atlantic College, Wales: Students co-created a manifesto declaring, "We have to become our own leaders. . . It is an invitation to join".

# ACTIVATE YOUR COMMUNITY SUPERPOWER

FoH thrives when it connects people. Your event should bring together your whole community to rally around mission-based issues, whether that's your school, your neighborhood, or organisation and beyond. We're talking about forging bonds between people who might have different life experiences but share a desire for change.



## ACTION STEP

Map out your community. Include students, educators, associations, alumni, influencers, non-profits, or youth groups.

### GET INSPIRED!

India (May 2023): Over 100 schools from across the country came together for large-scale country events.





## ACTION STEP

List 3 tangible outcomes your event could lead to (e.g., launching a club, creating a mural, kicking off a student project or community gathering).

### GET INSPIRED!

Global Jaya School, Indonesia (April 2025): Students replaced UN SDGs with their own "Hope Goals" and designed workshops around them. Pakistan: Beaconhouse hosted a fundraiser related to floods.

# #3

# ACTION OVER EVERYTHING: MAKE IT REAL

Every part of your festival needs a pathway to action. This means integrating tangible next steps, such as prototyping ideas in a workshop, running a competition, or launching a fundraiser. We want to see inspiration turn into impact.



# THE YOUTH TAKEOVER: BUILD YOUR SQUAD

This festival belongs to young people. Build a team of students who reflect your school's diversity - across age, interests, and lived experiences. Make sure the youth team leads every aspect: ideation, planning, hosting, and facilitation. Adult allies should support, not control.

## ACTION STEP

Recruit 6–10 students and assign roles early. Look for students with different strengths - not just extroverts or leaders.

## GET INSPIRED!

Colombia (June 2024): Young people explored mental health through arts workshops. India (May 2023): Focused on young people sharing their social impact projects.



# #4



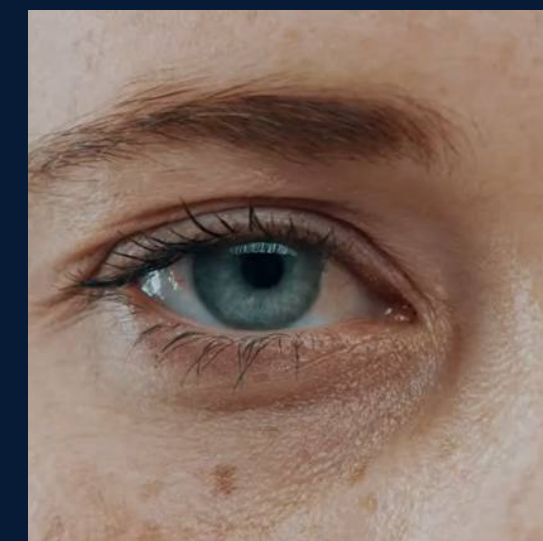
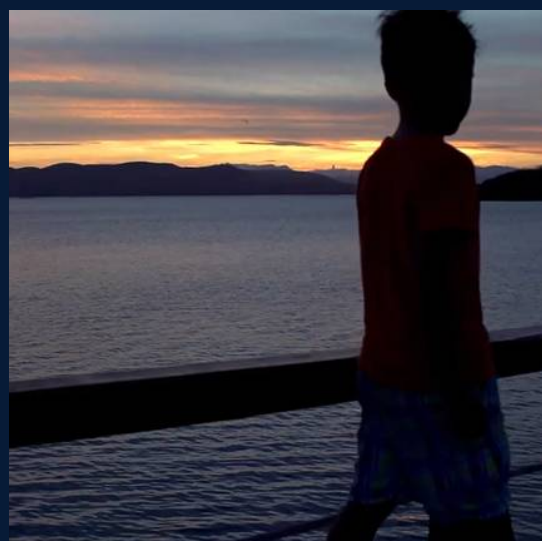
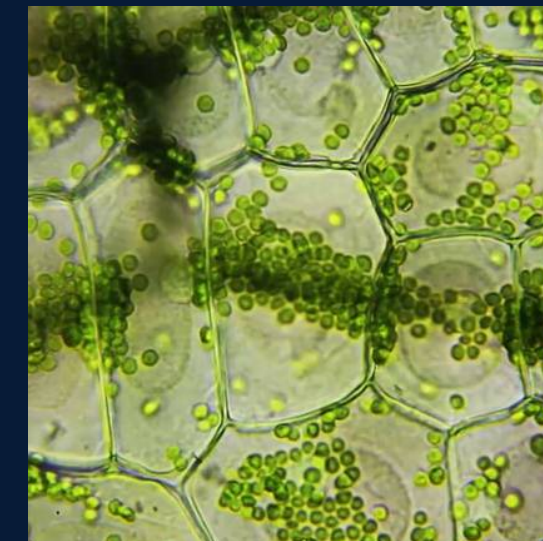


What issues are hurting your heart? The topics you explore should be based on the questions and passions that young people in your community care about most. Don't be afraid to focus on major topics like AI, peace & conflict, diversity, or well-being.

## ACTION STEP

Use a survey, listening circle, or sticky-note wall to ask: "What makes you angry, and what gives you hope?" Use those answers to pick your theme.

Check out this additional resource to help identify issues!



## GET INSPIRED!

In Mumbai, the event was themed around 'Tech for Good'. In Costa Rica: it was sustainability and how the climate crisis affects the community.

# REALITY CHECK: IDENTIFY YOUR CORE ISSUES

# #5





# DIVIDE AND CONQUER: ASSIGN ROLES

A strong team runs on clarity. Avoid last-minute scrambling by assigning clear roles and meeting weekly to check in.

## ACTION

Use a shared calendar or whiteboard to finalise and manage your roles.

## GET INSPIRED!

Students are encouraged to take on roles like Hosts, Media, Marketing, Facilities, Budgeting, FoH Leads.



# #6





You don't need a massive crowd to make an impact - but you do need intentionality. Whether you're planning a small in-school event or coordinating across multiple schools or organisations, think about who's included and who's not in the room yet.

### **ACTION STEP**

Map out your audience. Ask: "Who needs to be here for this to feel representative of our school?"

## **GET INSPIRED!**

- Chicago: Focused on a City/Regional Event model, involving six schools from Chicago Public Schools.
- Lebanon: A Country Event that brought 19 schools together from across the country.
- Bogotá: Invited both public and private schools and the Ministry of Education to participate.
- Baku: An Association-led shared hosting amongst all the member countries.

# **CHOOSE YOUR SCOPE**

**#7**

# FIND YOUR SPACE: DITCH THE CLASSROOM VIBE

The venue matters. Choose a location - your campus, an auditorium, or even an outdoor space - that feels inviting, inspiring, and encourages collaboration, not just a stage. Make sure you have visuals, exhibits, or art installations that bring the discussions to life.

## ACTION STEP

Tour your school and pick 2–3 possible venues. Consider flow, accessibility, sound, and where students naturally gather.

### GET INSPIRED!

UWC Costa Rica: Young people gathered outdoors to reflect and take action on the climate crisis.  
Colombia: Held at The Victoria School in Bogotá.



# #8





Plan activities that get everyone involved and moving toward action. Ideas include debate circles, interactive workshops, open mic sessions, community engagement activities or showcasing student initiatives. The length can vary greatly, from an hour-long event to a couple of days.

Don't overbook your schedule. Your festival doesn't need 20 speakers or back-to-back performances. Design for depth, not just hype. Make space for dialogue, creation, and connection - not just listening.

### GET INSPIRED!

Choose 3-4 formats that match your theme. Some options:

- Dialogue Circles
- Interactive Workshops
- Student Project Showcases
- Performances (spoken word, music, skits)
- Open Mic
- Art Installations

# THE AGENDA DROP: PROGRAMMING FOR ACTION

# #9

# BUDGET BOSS: SECURE THE RESOURCES

Hosting a festival requires planning for costs like AV equipment, branded materials, and food. While the IB may not financially support all school-led events, schools are encouraged to seek local sponsorship from businesses or universities. IB can help you put together a sponsorship package.

## ACTION STEP

Work with a staff member to create a basic budget. Reach out to your school, PTA, or local businesses for in-kind support or sponsorship.

## GET INSPIRED!

Many hosts have the funds and means to host their own FoH events and are encouraged to do so. For those who don't, please reach out to us.



# #10

Authenticity matters. Your promotion should sound like students - because it is students. Recruit a small crew of creatives who will design, post, film, and hype the festival in the weeks leading up.

## ACTION STEP

Pick 3-4 roles: social media lead, graphic designer, teaser content creator, and on-campus rep. Meet weekly to share updates and post.

Tip: Use the [Comms Kit + Branding Folder] for pre-made templates.

# #11

# BUILD A YOUTH PROMOTIONS TEAM



# GO GLOBAL WITH #FESTIVALOFHOPE



Your event is part of a global movement - show the world. Tag @festivalofhopeib and use #FestivalOfHope in every post. Let people see behind the scenes, the build-up, and the best moments from your day.

## ACTION STEP

Schedule at least 3 posts: a teaser, a behind-the-scenes clip, and a day-of highlight.



# #12



# INVITE VOICES THAT MATTER

Guest speakers are powerful - but they should be relevant. Prioritise youth leaders, local changemakers, artists, or others who can relate to your theme and community. Remember, the FoH concept encourages spaces for dialogue and workshops, not just presentations.

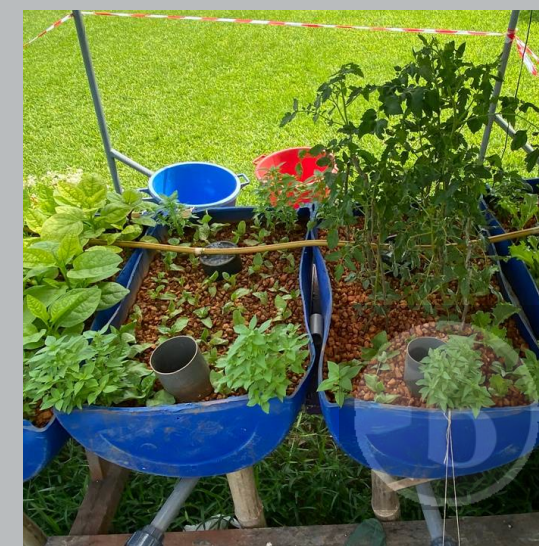
## ACTION STEP

Brainstorm 3 people who connect to your theme and who youth would like to hear from. This could be alumni, local leaders, or inspiring youth speakers. Ask early, and prep them with guiding questions. **Tip:** Avoid 30-minute speeches. Instead, do panels, short talks, or moderated Q&A.

### GET INSPIRED!

Thought leaders featured previously include Dekila Chungyalpa, Clover Hogan, Zak Stein, and HRH Princess Sumaya of Jordan.

# #13





Make sure your event includes conversation, not just content. Youth and adults should be able to exchange stories, ideas, and experiences. This builds empathy and helps ideas move forward.

## **ACTION STEP**

Designate 30 minutes for small group discussions or intergenerational circles. Use guiding prompts to spark honest conversation.

### **GET INSPIRED!**

- Chicago: Young dynamic leaders from diverse backgrounds shared insights, prompting deep thinking about mental health and privilege.
- Brazil: Youth facilitators led workshops with peers around global issues.

# PLAN FOR REAL DIALOGUE

# #14



# CAPTURE THE DAY: LET THE ENERGY LEAD

Your event should inspire, spark connection and feel alive. Assign youth as MCs, panel hosts, or room leads. Set up interactive stations: video booths, hope walls, action pledges. Keep social media buzzing with live stories, reels, or a running thread.

## ACTION STEP

Build a run-of-show with roles and timing. Prep your media team in advance with a shot list and captions.

### GET INSPIRED!

Attendees can use Signature Walls to write messages of hope or pledges for future action. Filming the event is a key role for the Media Team or hire an external production team. We will feature your video or reel on our global channels!



# LEVEL UP YOUR EVENT: HOPE NEEDS ACTION

## ACTION STEP

Host a showcase, exhibit, competition to put out and take action together.

Hope becomes most powerful when it leads to action. Ideas take shape when young people move from imagination to real-world impact through showcases, exhibits, contests, and hands-on experiences.

Encourage students to connect their ideas to local issues, community organisations, or global frameworks like the UN Sustainable Development Goals (SDGs) to make their work tangible and meaningful.



# #16

## GET INSPIRED!

Costa Rica: Students held a changemaker competition to impact local issues across their community.

Indonesia: Students held workshops to address specific issues and then presented them to the audience.



What does the IB Festival of Hope mean to us...



#17



# SHARE WHAT'S NEXT

Don't let the event be the end. Identify opportunities for action following your event. Is it another Festival of Hope event? A project or a nonprofit partnership or maybe find opportunities to engage more deeply through other IB Youth initiatives and grants. Students can explore real pathways: Grants, mentorships, partnerships, or launching projects.

## ACTION STEP

Invite students to check out programmes like Global Youth Action Fund, IBlieve, Roots & Shoots, or other youth opportunities. Or why not join a follow-up info session or club?

### GET INSPIRED!

- Global Youth Action Fund awards
- The Youth Ambassador Programme (in partnership with HundrED)
- Ultimate Dialogue Adventure
- IBlieve
- Roots & Shoots

# KEEP THE MOMENTUM GOING

Immediately after the event, survey participants for insights and feedback. Use this energy to determine if FoH should become an ongoing annual celebration.

## ACTION STEP

Send out a 5-question feedback form. Use student testimonials and key takeaways to shape future projects or pitch next year's event.  
*Tip:* Consider making Festival of Hope an annual tradition.

## GET INSPIRED!

Hosts should conduct a discussion and lessons learned session with the student planning committee to identify successes and learning.



#18



# LEGACY MODE: SPOTLIGHT YOUR CHANGEMAKERS

Tell the story. Highlight your youth team, your theme, and your outcomes. Whether it's a blog, a reel, a poster wall, or a school newsletter, document the journey and lift up the youth who made it happen.

# #19



## GET INSPIRED!

Recap articles were written for events like the Festival of Hope in New Delhi. Social media sharing of inspiring stories of youth in action is

## ACTION STEP

Assign one person to lead the recap. Submit to IB for global features via [Post-Event Form] and use #FestivalOfHope across your platforms.





LET'S WORK **TOGETHER**  
AND **CREATE**  
**HOPE!**





### Acknowledgements

Huge thanks goes out to all of the passionate and committed schools, educators, schools, communities and associations who have supported with the enabling of spaces for young people, and are keeping hope alive with us!

Stay in touch with us and do share your stories, feedback & questions.

**Web:** [hope.ibo.org](http://hope.ibo.org)

**Email:** [support@ibo.org](mailto:support@ibo.org)

**YouTube:** [@FestivalofHope](https://www.youtube.com/@FestivalofHope)

**Instagram:** [@festivalofhopeib](https://www.instagram.com/festivalofhopeib)

**LinkedIn:** [ib-festival-of-hope](https://www.linkedin.com/company/ib-festival-of-hope)



#festivalofhopeIB