

HAVE YOUR SAY

Sudanese Youth Advocacy Project

Consultation Report

December 2025

Sudanese Youth Advocacy Project – Consultation Report

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Introduction

The project is a pilot that aims to engage Sudanese diaspora youth in the UK in youth-centred advocacy, managed by Sudan Women Action Group (SWAG) in partnership with Plan International UK (PIUK). The aim is to co-create a programme that supports youth-led initiatives, builds influencing skills, and connects UK-based efforts with those in Sudan through Plan International Sudan.

The project objectives are to:

- Strengthen youth-centred advocacy on Sudan.
- Enhance diaspora engagement in Sudan policy work.
- Amplify and platform Sudanese youth voices in the UK.
- Support skills building and knowledge exchange.
- Foster global connection between UK and Sudan-based advocacy.

This report summarises findings from two consultation events delivered by SWAG, in partnership with Plan International UK, which is the start of the Sudanese Youth Advocacy Project.

The objectives of the sessions were to assess participants' confidence in skills relevant to campaigning, advocacy, and youth leadership, and to gather input on their areas of interest, challenges, and desired outcomes for future advocacy efforts.

The first session took place in person on 11 Oct 2025 with 10 participants at Glasgow Caledonian University. The second consultation workshop was held online via Zoom on November 15, 2025, with six participants. Young women represented about 69% of the participants, while young men accounted for 31% of the overall participants. The youngest participant just turned 17, with the oldest participant being 26. Risk assessments have been undertaken for both events.

Most of the participants were based in Scotland, with two attending from England on Zoom.

The workshops specifically aimed to:

- Identify the group's existing strengths
- Understand individual and collective learning objectives
- Clarify how their skills and interests align with future advocacy and leadership roles
- Highlight priority areas for training and capacity-building
- Inform the design of future SWAG and PIUK support programmes.

Participants engaged in thematic discussions about the future of Sudan-focused advocacy as they see it, and they also completed an "Advocacy Skills self-assessment form" across eight skill areas; each scored from 1–5. They were invited through social media channels such as WhatsApp, Facebook, Instagram and Twitter.

Handouts were given to all participants who attended face-to-face, including:

- Information about the project, Plan International UK and SWAG
- Skills assessment form and skills wheel
- Feedback forms

The skills assessment form was completed individually by the participants. The brainstorming exercise was in groups of 3 – 4.

Discussion and Findings

Advocacy Brainstorming Session

Over the two sessions, the participants explored practical strategies to support Sudan, strengthen global awareness, and address the humanitarian and political challenges arising from the ongoing conflict.

Key themes emerging from the Advocacy brainstorming sessions:

1. Health, Humanitarian Response, and Medical Aid

The group suggested working with hospitals and diaspora medical networks in Europe to deliver medical aid to Sudan and emphasised fundraising through social media, community events, and creative activities, as well as raising awareness through media outreach.

“Our children urgently need integrated medical care for both physical illness and psychological trauma, as malnutrition, preventable diseases, and untreated injuries continue to rise.”

“Only sustained and reliable funding can ensure uninterrupted health services for children and secure a safer, more stable future for our communities.”

2. Media, Global Awareness, and Storytelling

Participants prioritised using social media and documentaries to highlight Sudan's situation, called for youth-led storytelling, and urged urgent action to counter disinformation and address the lack of global media coverage.

“Amplify community voices and lived experiences to influence policy and public discourse, while fostering inclusive dialogue that highlights the urgent need to stop the war.”

3. Logistics, Aid Delivery, and Trusted Partnerships

The group discussed identifying reliable organisations in Sudan and ensuring effective distribution of donations, prioritising medical and essential supplies.

“We are facing severe food shortages and rising disease, putting vulnerable communities at urgent risk and demanding immediate action.”

“Sustained funding is essential to provide life-saving food, medical care, and support, ensuring aid reaches those who need it most.”

4. Digital Platforms, Information Accuracy, and Data Sharing

The group proposed a centralised online hub to provide verified updates, a map of humanitarian actors, information on safe corridors from OCHA, and a single location for donation campaigns.

“Engage influential young people on social media to amplify the message of solidarity with the Sudanese people and reach wider audiences.”

5. Justice, Accountability, and Reconciliation

Participants called for acknowledging historic atrocities in Darfur and recent violence in Al-Fashir, focusing on racism, colourism, and internal tensions. They stressed the urgency of countering denialism and emphasised truth, apology, and community-led reconciliation, alongside the establishment of transitional justice frameworks for accountability and healing.

“Working together for the future of our country - apologising to people from Darfur and acknowledging the atrocities that started in 2003 - is a good starting point”

6. Geopolitics & Media

Participants noted the growing overlap between pro-Sudan and pro-Gaza online activism, which has increased visibility of the Sudan crisis. They also demonstrated awareness of attempts to reshape narratives through media influence and disinformation.

7. UK Policy, Asylum, and Diplomatic Action

Sudanese people, voicing concern about the hostile political and media environment and calling for greater UK government engagement in the Sudan crisis.

“Engage with all decision-makers and stakeholders, recognising that everyone—including those advocating for the continuation of the conflict—is actively promoting their perspective, to ensure our call for peace is heard.”

8. Youth Motivation, Leadership, and Advocacy Potential

Participants showed passion, insight, and critical thinking, expressing a strong desire to lead and contribute to advocacy, and recognised young people's capacity to shape change.

“Empower youth leaders online so that awareness is transformed into action, demonstrating that collective support can make a real difference.”

Skills Assessment Exercise

Overall, the participants rated themselves positively, with average scores ranging from 3.35 to 4.0 out of 5. The results indicate a strong foundation in internal, reflective, and analytical skills.

Key Outcomes

- The group is already strong in internal leadership skills—self-awareness, strategic thinking, and evidence-based advocacy.
- Where they need the most support is in navigating external systems—policy, media, and coalition building.

- Communication, storytelling, and creative expression scored in the middle range, indicating a solid foundation for more compelling advocacy.
- The group shows motivation, capability, and readiness to grow. With targeted training, they can become effective collective leaders.

Self-Awareness & Wellbeing (Score: 4.0)

Participants scored highest in self-awareness and well-being, showing they can manage emotions and needs. This personal foundation supports advocacy and leadership.

Strategic Thinking (Score: 3.82)

Participants are confident in setting goals, thinking long-term, and considering issues from a big-picture perspective, which is key to planning and building organisations.

Research & Evidence (Score: 3.82)

Participants feel capable of gathering information, analysing evidence, and deriving insights, strengthening their advocacy and campaigns.

Policy & Power Literacy (Score: 3.35)

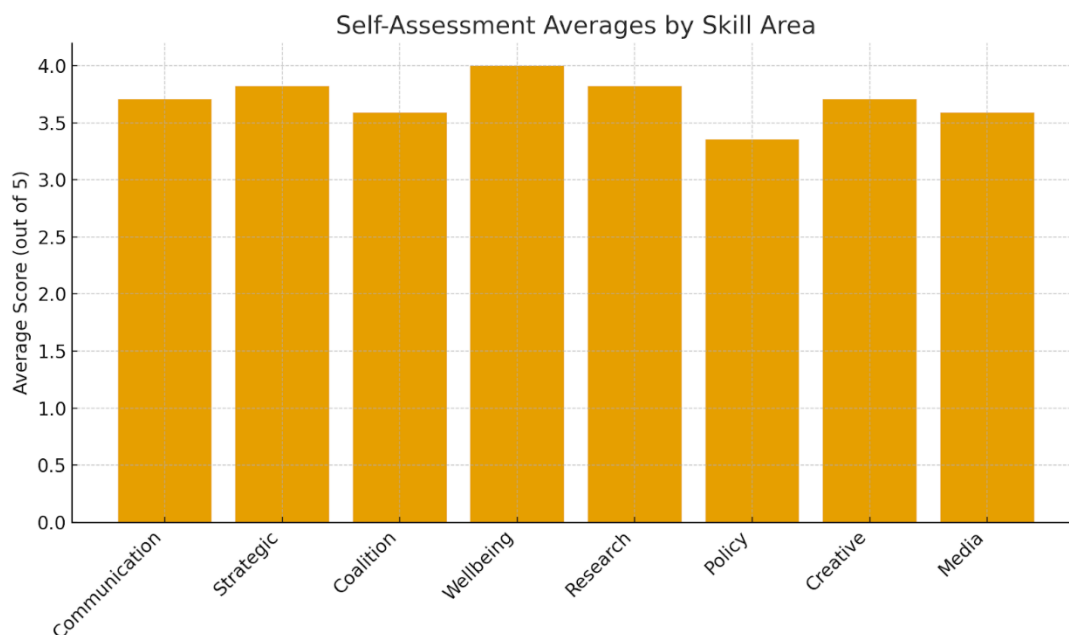
This is the area where participants feel least confident. They would benefit from additional support to understand policy development, power structures, and how to influence systems. Training in this area would enhance their ability to participate in decision-making and advocacy.

Coalition Building (Score: 3.59)

Collaborating across groups is key to action. Participants show confidence, with room to grow in alliances, effective teamwork, and conflict resolution.

Media & Campaigning (Score: 3.59)

Participants want to boost public communication, campaign strategy, and media engagement to amplify their voices and impact.



Recommendations for Future Training

Priority Training Needs:

- Policy & Power Literacy Workshops
- How policymaking works
- Mapping power and influence
- Practical ways to intervene in civic systems
- Media & Campaigning
- Digital storytelling and social media strategy
- Engaging journalists and crafting media messages
- Campaign planning and rollout
- Coalition & Partnership Development
- Building alliances and understanding stakeholders
- Collaborative working techniques
- Conflict resolution and shared goal setting

Strengthening Existing Skills

- Advanced strategic thinking masterclasses
- Research methods for advocacy
- Narrative and communication skills labs

Conclusion and Next Steps

The consultation sessions reveal that Sudanese youth possess strong leadership skills but require support in policy literacy, coalition building, and media/campaigning to drive change.

By investing in these areas, SWAG and Plan International UK can unlock the full potential of youth advocates to lead. This provides a clear roadmap for a responsive, youth-led training programme that fits their needs and aspirations.

Across both consultations, youth demonstrated strong awareness of the conflict in Sudan, strategic thinking, and commitment to their home country. Their ideas blend practical actions (medical aid, logistics, verified platforms) with broader advocacy (media, countering misinformation, policy influence).

The discussions also revealed a mature understanding of internal Sudanese community dynamics and the need for truth, reconciliation, and accountability moving forward.

Overall, the groups demonstrated impressive insight, confidence, and creativity, highlighting the potential of the next generation of Sudanese youth advocates to shape powerful, principled, and impactful advocacy movements.

Next steps for the project will be the Youth Advocacy Training Programme, which will be based on the outcomes of this report – a programme outline will be shared with the potential participants, with the aim for the sessions to start in January 2026.

Annex 1 – Advocacy Competency Wheel



Description of Competency Areas

1. **Communication & Storytelling:** Learning how to express ideas, emotions, and experiences clearly and authentically to inspire change.
2. **Strategic Thinking:** Seeing the bigger picture and identifying how to make a real impact, from goals to actions.
3. **Coalition Building:** Building strong relationships, alliances, and communities that strengthen advocacy voices.
4. **Self-Awareness & Wellbeing:** Understanding yourself, your values, boundaries, and emotional responses, and taking care of your well-being while advocating for others.
5. **Research & Evidence:** Using facts, lived experience, and data to strengthen advocacy messages and make them credible.
6. **Policy & Power Literacy:** Understanding how decisions are made, who holds power, and how to influence systems effectively.
7. **Creative Expression:** Using art, design, or performance to bring advocacy messages to life in a relatable and inspiring way.
8. **Media & Campaigning:** Engaging media and digital tools to amplify messages, mobilise communities, and drive action.

Annex 2 – Advocacy Skills Self-Assessment

التعليمات Instructions

Rate yourself in each competency area using the following scale:

Scale	Meaning:
1	I am just starting to learn about this area. لقد بدأت للتو في التعرف على هذا المجال
2	I have some awareness but limited practice. لدي بعض الوعي لكن الممارسة محدودة
3	I use this skill sometimes and want to develop it more أستخدم هذه المهارة أحيانا وأرغب في تطويرها
4	I use this skill confidently in most situations. أستخدم هذه المهارة بثقة في معظم الأحوال
5	I feel strong and can support others to build this skill. أشعر بالقوة وأستطيع دعم الآخر لبناء هذه المهارة

Competency Area مجال الكفاءة	Description الوصف	Your Rating (1–5) تقييمك 1-5
1. Communication & Storytelling التواصل وسرد القصص	I express ideas and experiences clearly and authentically to inspire change. أعبر عن الأفكار والتجارب بوضوح وصدق لأحفز التغيير	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
2. Strategic Thinking التفكير الاستراتيجي	I can see the bigger picture and identify actions that make a real impact. أستطيع رؤية الصورة الأكبر وتحديد الإجراءات التي لها أثر حقيقي	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
3. Coalition Building بناء التحالفات	I build strong relationships and alliances to strengthen advocacy voices. أبني علاقات قوية وجبهات لتقوية صوت المناصرة	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
4. Self-Awareness & Wellbeing معرفة الذات والرفاه	I understand my values, emotions, and boundaries, and care for my wellbeing. أتفهم قيمي وعواطفِي وحدودي وأهتم برفاهيتي	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
5. Research & Evidence البحث والأدلة	I use facts, lived experience, and data to strengthen my advocacy messages. أستخدم الحقائق والخبرات والمعلومات لأقوي رسائل المناصرة	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
6. Policy & Power Literacy معرفة السياسة والسلطة	I understand how decisions are made, who holds power, and how to influence change. أفهم كيفية اتخاذ القرارات، ومن يملك السلطة وكيفية التأثير لإحداث التغيير	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
7. Creative Expression التعبير الإبداعي	I use art, design, or performance to bring advocacy messages to life. أستخدم الفن أو التصميم أو الأداء لإيصال رسائل المناصرة بشكل مؤثر	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
8. Media & Campaigning الإعلام والحملات	I use media and digital tools to amplify voices and mobilise communities. أستخدم وسائل الإعلام والأدوات الرقمية لتضخيم الأصوات وتحريك المجتمعات	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5

Annex 3 - SWAG & PIUK Consultation Session – Feedback Form

إستمارة التقييم

Thank you for taking part in today's session! Your feedback will help us improve future workshops and support Sudanese youth advocacy more effectively.

نشكرك للمشاركة في هذه الجلسة، وتقييمك سيساعدنا على تطوير ورش العمل التي ننظمها مستقبلاً، كما تجعل مناصرة الشباب السودانيون أكثر تأثيراً.

1. Overall Experience

التجربة بشكل عام

How would you rate your experience in today's consultation?

كيف تقييم تجربتك في جلسة التشاور اليوم؟

ممتازة جيدة عادلة ضعيفة

☐ Excellent ☐ Good ☐ Fair ☐ Poor

2. What did you find most valuable or interesting today?

ما الشيء الذي وجدته أكثر قيمة ومتعة؟

3. What could we improve for next time?

ما الذي يجب علينا تطويره في المرة القادمة؟

4. How confident do you feel about youth advocacy for Sudan after this session?

ما مدى شعورك بالثقة بشأن مناصرة السودان بعد هذه الجلسة؟

واثق جداً واثق إلى حد ما لست متأكداً لست واثقاً

☐ Very confident ☐ Somewhat confident ☐ Not sure yet ☐ Not confident

5. Would you like to continue participating in this project?

هل تود الاستمرار في المشاركة في هذا المشروع؟

نعم لا ربما/ أود معرفة المزيد

☐ Yes ☐ No ☐ Maybe / I'd like to know more

If yes, what would you like to contribute or bring to the group?

إذا كانت الإجابة بنعم ما الذي ترغب في المشاركة به أو إضافته للمجموعة؟

SWAG is committed to creating a brighter future for Sudan by focusing on key pillars that contribute to sustainable development.

Our mission is deeply rooted in the principles of human rights, education, and healthcare. We believe that by uplifting our team, engaging with the community, and collaborating with like-minded individuals, we can make a significant impact on the lives of the people in Sudan.

Email: info@sudanwomenactiongroup.org

Website: <https://www.facebook.com/swagscotland>

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