

# PERSONALITY.

A photograph of a man with a beard and sunglasses, wearing a grey t-shirt and dark pants, standing on a raised platform under a corrugated metal roof. He is smiling and pointing upwards with his right hand. In the foreground, the backs of several people's heads are visible, suggesting an audience. In the background, other people are seated, and the setting appears to be an outdoor or semi-outdoor structure.

A volunteer on International Citizen Service programme leading a rally against child marriage in Nepal.

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Our Identity should give our audiences an inside look at our organisation and make them feel part of our community.

At Restless Development, we have a strong global community made up of dedicated staff, young volunteers, activists, partners and communities we work with. This community is at the heart of our Identity.







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To my fellow young people, we should rise up and make ourselves heard.”

- Eva, campaigner, Tanzania



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We believe young people have the energy, the skills, the talent and the agency to lead community development.”

- Joseph, programme manager, Uganda

Franco, a climate change activist in Uganda, he trains farmers on how to prevent and adapt to extreme weather.



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# AMBITIOUS. Not afraid.

We are not afraid to take risks when necessary and challenge the status quo. We are ambitious and our disruptive energy is what drives us. Our brand belongs to the young people we work with. We work in a co-operative, constructive and strategic way because our work is important and we need it to be taken seriously.

See tone of voice: Disruptive not demanding (page 30)



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# POWERFUL. Not passive.

Youth Power is a unique energy. We know young people hold the power to change lives in their communities and countries.

See tone of voice: Serious not soulless (page 31)

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Restless Development Identity Book.

Bhagarathi, a volunteer working with her community in Nepal to end the practice of Chhaupadi, where women and girls have to sleep outside in huts during their periods.





Young volunteers in India leading sessions on ending stigma surrounding periods.

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# PROFESSIONAL. Not top-down.

Some people think young people have energy, but no professionalism. We know young people have both. It's this blend of passion and skills that makes us unique. Our staff and volunteers work side by side to share and to develop the highest quality professional skills in everything we do.

See tone of voice: Practical not pessimistic (page 32)

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# BRAVE. Not beneficiaries.

Young people are not just beneficiaries of projects, but leaders and partners. We support young people to unleash their power to change their communities for good. Our courage and determination fills others with a positive desire to get involved.

See tone of voice: Inspiring not insincere (page 33)

Eva, a young leader who fought for water in her community in Tanzania.

