



## Cannes Young Lions Cyber Competition Brief

### What is A World at School

[A World at School](#) is a unique global coalition working to get every child into school and learning. Launched in 2013, we are now a movement of hundreds of thousands of people from more than 250 civil society, teacher, faith, youth, business, international and non-governmental organisations.

We have 500 Global Youth Ambassadors in 85 countries across the globe campaigning in their schools, communities and countries for action to get every child into school and learning. These young leaders - aged 14 to 29 - have the interest, passion and dedication to be part of the global education solution. **We believe education is the key to opportunity and the right of every child.**

### What do we do?

- **We share** stories, highlight challenges and make the call for education an undeniable voice on the world stage.
- **We find** ways to get things done. By identifying ways in which we can help more children go to school, we turn to our network to mobilise support.
- **We engage** with governments. By ensuring the most recent data and policy recommendations are front and centre - and ready for action.
- **We champion** progress. By keeping our network informed about the good news on the ground.
- **We form** a relentless campaign that will not stop until every child is in school and learning.

Since its founding, A World at School helped to convene the [first ever youth takeover of the United Nations on "Malala Day"](#) (July 12, 2013), and was one of the first of the international groups to highlight the abduction of children in Chibok, Nigeria – [on 17 April](#) – and leverage their international networks as part of the #BringBackOurGirls campaign.

A World at School is now leading the [#UpForSchool](#) petition, a global campaign that calls on world leaders to take action to get every girl and boy into school. The [#UpForSchool Petition](#) has smashed through the six million signatures milestone. That means 6 million people who have taken a stand. Who care about the education of children. Who took the time to sign the petition and support our youth-led demand that world leaders stick to their promise to get every girl and boy in every country into school and learning.

People in 206 countries, territories and dependencies in every corner of the globe have added their name to the cause.

We need to keep those signatures coming, to hand over to world leaders when they meet at the United Nations General Assembly in September. Our aim is for #UpForSchool to become the largest petition in history, a message no government or leader can ignore. Nothing changes without pressure.

### The #UpForSchool Petition

**A World at School is leading #UpForSchool, the petition that gives voice to this growing global momentum for change. Our aim is for #UpForSchool to become the largest petition in history, a message no government or leader can ignore.**

In September 2014 young people from around the world came together at the United Nations to launch the #UpForSchool petition with the support of the Secretary General of the United Nations Ban Ki-moon and UN Special Envoy for Global Education Gordon Brown. The petition calls on World Leaders and governments to keep the promise they made at the UN in 2000 to ensure all out of school children gain their right to education before the end of 2015. There are currently 58 million children around the world who do not receive an education. It goes on to call for an end to the barriers preventing girls and boys from going to school, including forced work and early marriage, conflict and attacks on schools and exploitation and discrimination.



The petition will be presented to leaders during key meetings at the United Nations so that they know that there is public demand for education in their countries.

### **The Brief**

To create a social media campaign to mobilise young people around the world to collect more than 5 million #UpForSchool petition signatures to take to the United Nations in September.

### **Campaign objectives**

The target of this social media campaign is to secure 5 million signatures and achieve a Guinness world record by helping us reach the total of 25 million signatures.

### **Background information**

58 million children around the world will not set foot in a classroom this year to start their education. We are here to change that.

In 2000 world leaders made a promise at the United Nations to get every child into school by 2015 but the target is not being met.

We believe that education is the birthright of every child and the key to improved life chances, better health, expanded opportunity and future employment. Education promotes economic growth, leads to more stable societies, and fosters healthy communities. All children everywhere deserve the chance to learn and reach their full potential.

**In September this year World Leaders meet at the United Nations to look at progress on this vital goal and we will have a window of opportunity to put pressure to keep their promise. This is our moment to make sure all children gain their right to an education. But we will not see the necessary action to get every child into school unless the pressure from growing public demand is clear.**

Since the launch, millions of people around the world have signed the petition calling on world leaders to take urgent action. The petition has been signed by people from 206 different countries, territories and dependencies around the world and our biggest campaign countries so far include Bangladesh, India, Pakistan, Nigeria, Kenya, UK, US, Norway, Indonesia and the Philippines. So far the campaign has been focused on youth and teachers and students in these markets. For example, more than 400 schools have downloaded our [schools pack](#) and started collecting petition signatures in their countries. Our Global Youth Ambassadors have organised youth rallies around the world, including in [New York](#), [London](#), [Kinshasa](#), [Kenya](#), [Oslo](#) and [Beirut](#).

Our Global Youth Ambassadors meet with the decision makers in their countries, campaigning tirelessly for the right of all children to go to school. They go out into their communities to promote the importance of education and organise large public events to draw attention to the global education issue, often working together to combine their voices and efforts. Many are active on social media and create their own films and communications. They are selected through a clear application process and come from all over the world. Many are those who were already campaigning for education but are now able to link up with others and multiply their efforts.

Our most active audience is associated with NGOs, charities or UN organizations. Also people active in social networking who are already activists and supporters of causes, keen to actively share and promote the petition. These are people with philanthropic tendencies or associated with education, such as teachers and students.

### **Our Key Messages**

Join us. Sign the #UpForSchool petition at [upforschool.org](http://upforschool.org)

### **Target Audience**

Youth led (age 15- 30) - The digital mobilisation should be youth focused, as young people are most likely to be digitally active

**Call to Action**

Sign the #UpForSchool petition at [www.upforschool.org](http://www.upforschool.org)

**Tone of voice**

Urgent – we need action now. Empowering, led by young people demanding change (e.g. “My education is my right”, “rise #UpForSchool”)

**Timing**

The digital campaign needs to be ready to launch immediately after Cannes as world leaders meet at the United Nations at the end of September. This gives us a critical 100 days of action to mobilise and ensure the right decision are made which will change the lives of 58 million children around the world.

**Budget**

There is a nominal budget for the creation of materials

**KPI**

Petition sign ups either using [upforschool.org](http://upforschool.org) or in a format which captures full names (first and second), email addresses and country.

**Additional information**

[www.aworldatschool.org/toolkit](http://www.aworldatschool.org/toolkit)

[www.aworldatschool.org/schools](http://www.aworldatschool.org/schools)

**Channels:**

[www.aworldatschool.org](http://www.aworldatschool.org),

[www.upforschool.org](http://www.upforschool.org),

<https://twitter.com/aworldatschool>,

<https://www.facebook.com/aworldatschool>,

<https://instagram.com/aworldatschool/>

<https://www.youtube.com/user/AWorldAtSchool>,

**FTP**

Euroftp.topright-group.com

Username: Younglionscyber

Password: R0boc0p

**FTP includes:**

Brand Guidelines

Action Pack

Schools Pack