

WORLD CHILDREN'S DAY 2020 TOOLKIT

A DAY TO REIMAGINE
THE FUTURE

unicef 
for every child



INTRODUCTION

Welcome to the 2020 World Children's Day Toolkit!

In this document you will find everything you need to know about planning and preparing for UNICEF's fourth annual day 'for children, by children'. Taking place every year on 20 November, the anniversary of the signing of the Convention on the Rights of the Child, UNICEF's WCD activations aim to highlight critical issues affecting children's and support the engagement of children and young people as advocates for their own rights.

This year, WCD is taking place during one of the most unique and challenging moments in our institution's history. As COVID-19 and the related political, social and economic upheavals transform the lives of children everywhere, UNICEF is on the front line, delivering for every child. Read on to learn how UNICEF is approaching WCD in this context, and how your organization can get involved.

Sincerely,

The World Children's Day Team
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2020 NARRATIVE

WCD AND THE REIMAGINE CAMPAIGN

Now into its fourth year, World Children's Day 2020 will take place under very different circumstances due to the coronavirus pandemic.

Without urgent action, this health crisis risks becoming a child-rights crisis. Disruptions to society have a heavy impact on children: on their safety, their well-being, their future and their rights. UNICEF's COVID-19 'Reimagine' campaign calls on partners, governments, and all UNICEF supporters to build a better post-pandemic world. It also calls on children and young people, and that's where WCD comes in.

The coronavirus pandemic has laid bare the deep inequalities in our societies that leave some children far more at risk than others. At this critical moment in history millions of children are missing out on basic healthcare, cut off from education, and left without protection simply because they were born into poverty or because of their ethnicity, religion or race. Children will never accept that we should return to 'normal' after the pandemic, because they know 'normal' was never good enough. And children have a unique and unparalleled ability to reimagine a more equal, just and sustainable world.

With this in mind, WCD will be a major moment within the campaign to listen to how children and young people want to reimagine the future. We will highlight their solutions and amplify the voices of young people speaking out on issues like education, employment and mental health. We will also respond to the young activists who have been demanding climate action for several years and, since coronavirus struck, calling for leaders to ensure that the recovery is green and sustainable.

As always, UNICEF will take a 'glocal' approach by providing a global narrative that can be adapted to local contexts and will be flexible to accommodate any rapid change in global circumstances, and differing national priorities.

To ensure a cohesive global campaign, 'Kids Takeovers' and 'Turning the World Blue' will remain the core concepts connecting all activities around the world. Children's participation and youth engagement will, as always, be a cornerstone of WCD activities, from planning to execution. This will be meaningful, consultative and impactful: a day for children, by children.

GOALS

1. Support the engagement of children and young people as advocates for their own rights
2. Champion child and youth participation in decision-making processes
3. Accelerate youth campaigning and advocacy
4. Engage a mass audience of individuals, corporates and governments to take action in support of children

KEY MESSAGES

- World Children's Day is UNICEF's global day of action for children, by children, marking the adoption of the Convention on the Rights of the Child (CRC) on November 20. On this day, UNICEF advocates, raises awareness and raises funds for the most pressing issues facing children.
- From Auckland to Amman, New York to Nairobi, children are taking over and turning the world blue in support of child rights.
- The COVID-19 crisis is a child rights crisis. The costs of the pandemic for children are immediate and, if unaddressed, may persist throughout their lives.
- Young people have been telling adults that they are worried about the climate crisis for the same reasons and with the same urgency as people are now about COVID-19. This is a time to for generations to come together to reimagine the type of world we want to create.
- Children and young people will be living with the impacts of this pandemic and how the world chooses to respond for years to come. They must be included in decisions that affect their future.
- The global community must listen to children and young people, working alongside them to design a better future. Together, we can reimagine a greener and more sustainable future, for every child.



HOW TO ACTIVATE

ACTIVATION MENU

As always, there are a number of ways to bring WCD to life, based on your assessment of relevance, impact, and cost effectiveness in your own context. In this section, we outline tips and guidance for a range of different activations and activities for our partners to choose from. You can:

- Organise a Kids Takeover
- Plan a #VoicesOfYouth digital platform takeover with National Ambassadors or influencers
- Create a Young Changemaker Profile with youth advocates
- Encourage young people to take part in the VOY Reimagine Illustration Challenge
- Engage students in the World's Largest Lesson

A. KIDS TAKEOVERS

Kids Takeovers are at the heart of World Children’s Day, and the ideal expression of our commitment to making it a day of action *for* children, *by* children. For WCD, we encourage our partners to organise Kids Takeovers of media, government, businesses, schools, popular entertainment and other institutions which are normally run by adults.

The Kids Takeover concept has developed, particularly last year for CRC30, to encompass moments when kids ‘take charge’ or are empowered to put forward their views, implement their ideas and take action in their community. For example, children speaking in parliament or having a role in planning an event are forms of Kids Takeovers. The global youth climate movement is a clear example of kids taking over.

This year, we encourage our partners to continue this line of thinking. Consider ways that children and young people can encourage adults to reimagine a more sustainable future, for example, by being included on national post-pandemic

planning committees, or taking on the role of leaders or Ministers for a day. Kids could take over Parliament or media organisations to talk about a sustainable recovery and the issues that matter to their generation.

While in many places, physical meetings and takeovers will not be possible, this may in some cases present opportunities as barriers to participation are less and children and young people can participate by joining calls or virtual meetings with decision makers. Using zoom or other video technology can help to capture these conversations for communication channels.

For further guidance on Kids Takeovers and ideas, please see [last year's toolkit](#) (page 14-15).

Most importantly, takeovers should involve children and young people from start to finish and [ensure child safeguarding](#).

#VOICESOFYOUTH DIGITAL PLATFORM TAKEOVERS

Given the challenges presented by the pandemic this year, we will take a digital-led approach with our high profile supporters and influencers in which their platforms are taken over by the #voicesofyouth.

Each takeover will allow a young person's voice to be heard on the issues that matter to them and how they would reimagine a better future post COVID-19. The primary platform will be Instagram due to the large following of our Ambassadors and the younger audience of this channel.

To generate buzz, the #voicesofyouth takeovers will be launched at the global level on key milestones based around the Agenda for Action and Reimagine campaign. Each takeover will promote the next, creating a series culminating on World Children's Day, when we encourage office to host similar takeovers with National Ambassadors, youth advocates, and other partners.

The concept will be led by Ambassadors but can be adapted to other platforms, such as UNICEF Country Reps, or the platforms of

partners, like Head of States, Ministers, or CEOs. While the call to action of each takeover can vary, global takeovers will point to the Voices of Youth Instagram and/or website as the platform for young people to reimagine a better future after COVID-19. The takeovers can also link to national webpages, donation platforms or youth guides.

FORMAT

The concept can be adapted based on the preference of the Ambassador or influencer, but there are three suggested approaches:

1. A pre-prepared takeover using video, photos or illustrations

Ambassadors can post content that the young person has prepared in advance to their Instagram feed. This allows for full editorial control and eliminates any connectivity issues. It also allows the young person to introduce other types of media such photos, video, drawings etc. and can be integrated with VOY illustration challenge (see page 17 for more). Sharing an illustration is a low barrier way for an Ambassador to hand over their platform to young people.

2. Q&A with a young person

This option again allows for editorial control and avoids connectivity issues, but also introduces a dynamic interaction between the Ambassador and young person. Pre-recording also means you can accommodate a translator if necessary. This approach requires more production so factor this into your planning.

3. A live on a social media platform

A social media live gives the feeling of immediacy and allows for dynamic conversation. It requires less production, can be set up simply, and implemented in a short amount of time. However, connectivity issues are common and the conversation is less predictable, so this requires more preparation with the young person. Lives can also be challenging if a common language is not spoken.

In all formats, UNICEF will be asking young people to tell the Ambassador and the world how they would reimagine a better future. We recommend using the hashtags #voicesofyouth on social media and adding #WorldChildrensDay for takeovers in November.



B. CONTENT

This year's UNICEF's WCD content has three pillars, all focused on elevating the ways in which children and young people are reimagining the world. This content aims to be inspirational and a call to action for other young people to get involved.

1. HQ-Produced Hero Film

This year's hero video will have an empowering tone depicting children and young people as agents of change to reimagine the post-COVID world. The video will be available for early November across all channels, in all standard UNICEF languages.

2. Nationally/Regionally Produced – Young Changemaker Profiles

UNICEF will focus on content that features young people describing the actions they have taken to make the world a better place. A great example is [this video](#) of Tahsin from Bangladesh cleaning up a waterway. That's why for WCD, UNICEF is asking its offices to produce video profiles of

youth advocates taking action on the issues that matter to them.

If your organisation is planning to produce a profile for the Young Changemaker series, please let us know via wcd@unicef.org



3. Produced by Young People – Voices Of Youth Reimagine Illustration Challenge

For World Children's Day 2020, we are inviting young people (13 to 24) to draw their interpretation of the world they want to build after COVID19 and post it on their Instagram accounts with the hashtag #voicesofyouth. A selection of the illustrations will be shared on UNICEF channels throughout November, inundating our channels with positive images about young people's vision for the world. Some of the illustrations will be more professional; others will look more amateur, and that's ok! We want to include as many participants as possible. This is not a contest but a challenge about children's vision for the future.

The public launch of the challenge and call to action will be on October 20 but we need your help before then! If you are working with young illustrators or influencers please let us know as we would love to feature it as part of our launch content.



C. WORLD'S LARGEST LESSON

1. WLL and COVID

In response to the COVID-19 pandemic, in June we partnered with Project Everyone and YouTube on the 'World's Largest Lesson Live'. This broadcast featured guests including GWA Millie Bobby Brown, Sofia Carson, ED Fore and DSG Amina Mohammed speaking with students about reimagining the future of education, health and youth activism. You can [watch and share the broadcast here](#).

2. WLL 2020 and 2021 Resources - SDG13 Climate Action

For 2020 and on into 2021, World's Largest Lesson resources are focused on climate action. This is a response to the global demand from teachers and educators to have child-friendly materials on this subject in class, and increased interest from Ministries of Education to include sustainable education in their curricula.

Similar to previous years, we will be sending a letter to Ministries Of Education signed by WLL, UNICEF and UNESCO discussing the importance of SDG education and climate education, providing an additional advocacy opportunity. The letter will be shared by HQ in mid-September.

This year's climate lessons are designed to be accessible and hopeful, they nurture respect for the natural world and provide

opportunities for students to use their creativity and problem-solving skills. The resources will be available in several languages as well as in an editable format to allow translation into your local language.

There are five lesson plans and an in-depth learning project that can be used either in sequence or individually, and are accompanied by a teacher's guide with advice on how to teach these issues. Below is an overview of the learning resources:

- "It's Our Home" - Enables students to use on and offline tools to explore how climate change is affecting their local community.
- "Taking the Earth's Temperature: A view from space" - Examines how satellites can help us understand and solve climate related problems.
- "Reuse- Reuse- Reuse" - Are we all using our fair share of the earth's resources? What can we do to change?

- “Big Change for Climate”- How can collective action help impact climate change? Students will explore different examples and develop their own ideas for positive climate policies.
- “Listen Up” - Links children’s rights to climate issues and looks at how listening is key to productive discussions around climate change.
- A design thinking project to develop and build a prototype solution for the circular economy.

The lesson plans are available here in English, French, Spanish, Chinese and Arabic. The resources are accompanied by a [‘call to learning’ film](#) featuring young climate activists speaking about the importance of climate education, and a social media pack. Offices can encourage schools and teachers to teach one of these lessons on WCD.

The lessons are available in an [editable format for translation here](#) as well as the [World’s Largest Lesson website](#).



D. RIGHT RUNNER

On November 20th of 2019, UNICEF officially launched [Right Runner](#). A game to empower young people to learn their rights, as afforded to them via the Convention on the Rights of the Child. A web page has been created to highlight the game in further depth, see [here](#). The game contains five levels, each highlighting a different right that children have.

To date, the game has been downloaded approximately 125,000 times across the [Apple](#) and [Google Play](#) store and is available in both English and Spanish. The game has received significant earned media and praise worldwide due to its fun game play with the ability for learning built in (simply search UNICEF Right Runner to see). It's been written up as Game of the Day via Apple in select markets and has been featured recently as the game, "[Making a Difference](#)". It will soon be featured in the Today Tab in the Apple store across markets in approximately one month. Please consider highlighting the game across your country or region linked to World Children's Day as relevant, specifically for and toward young people.

Contact Nicholas Ledner nledner@unicef.org or Manuel Moreno Gonzalez mmgonzalez@unicef.org to learn more.



CONTACT

Need more info about anything in this kit? Don't hesitate to reach out to the WCD core team at HQ:

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THANK YOU