



GCE Global Action Week

April 21-27th 2008

GAW Campaign Planning Pack

Back to school!

Dear Campaigner,

The GCE is pleased to present the Planning Pack for the 2008 Global Action Week. Thanks to all the enthusiastic feedback from GCE members this year, the GCE Board, Secretariat and planning group worked to a much quicker timetable in agreeing the strategy for Global Action Week 2008 – so you have more time to prepare and plan.

We have developed a simple action that we hope will unite all the GCE coalitions around the world. We want to send as many politicians as we can *Back to School* so they can learn about the education crisis and the importance of EFA. Halfway to the 2015 targets the Education For All goals are way off track and we want to pressurize as many politicians as we can about the need for urgent action.

Schools and local groups can take part in one of two ways:

- Inviting a politician to visit them and take part in a lesson along with local media
- By producing messages on education for all and sending them to a politician

We hope national coalitions will be able to get as many schools and local groups as they can to take part. We want to involve so many politicians, adults and children groups that we set a World Record for the biggest joint lesson in history. We are also asking national coalitions to try and organize one highlight 'Back To School' event for national media, preferably involving their Head of State or Finance Minister.

This planning pack contains all of the initial information you need to consider the idea and if you go ahead to register your involvement. It provides more detail on this year's theme – *Quality Education to End Exclusion*. It also sets out all of the key dates so you know when and what you can expect from the Global Action Week planning team.

As we are racing against time, we request that you pay special attention to the suggested time lines at the end of the Planning Pack which are meant as a guide to ensure that we all make it happen during GAW 2008. But here are some key dates to note:

- (a) First planning meeting
- (b) Return of registration forms
- (c) Claims
- (d) Approval of Claims by GCE Secretariat.

We hope that you agree to join in this united effort to create a real moment next April with leaders and politicians all over the world focusing on the importance of education. We thank you for your hard work and your instructive feedback and wish you all the best in the planning phase for Global Action Week 2008 in your country.

Kailash Satyarthi

Muleya Mwananyanda

2008 GCE Global Action Week Planning Pack

1. THEME – “*Quality Education to End Exclusion*”

1.1 DETAIL ON THEME

Global Action Week 2008 theme builds on the previous theme of the right to education, calling for an end to all forms of exclusion from quality education. Over 70 million children of school-going age are not in school and access and retention levels particularly for certain categories of people for example, girls and children with special needs, are still low. In Sub-Saharan Africa for example, fewer than 70 percent are in school. Partly as a consequence, over 800 million adults cannot read or write. Yet to ensure that Education For All is truly achieved, the challenge is not merely to guarantee universal access to education but equally to ensure that it is of good quality. This is essential because it is the right of all to have a good quality education, and because it will allow maximum economic, social and health benefits from education. Moreover, poor families will not make the sacrifices necessary to send their children to school if it is perceived to be poor quality. We don't just want education for all but we want a **quality** education for all.

In terms of marginalized learners or would-be learners, the reasons for their not getting a quality education differs from country to country. This year's theme is an opportunity for campaigners to focus on the areas most relevant for their country. Therefore we are encouraging you to select the reasons and types of people that are marginalized in your country. Some examples of why certain people are marginalized and therefore not getting a quality education are:

- (a) Disability
- (b) Poverty
- (c) Gender
- (d) Ethnicity
- (e) Conflict/ internal displacement
- (f) Geographical location (rural people)
- (g) Illiteracy after school going age

- (h) Child Labour
- (i) Orphans and Vulnerable children

This list is by no means exhaustive, but merely serves as an example. You are encouraged to identify which people in your country are excluded from a quality education.

Furthermore when an education is of poor quality, there will usually be several causes. Examples of demands on quality that coalitions may want to campaign for include:

- All children taught in a class no bigger than 40 by a professionally-trained teacher
- Governments to spend at least 25% of recurrent budgets on non-salary quality inputs such as teaching and learning materials,
- Enshrine the right to 9 years of education in national law

2. ACTION

This year we have developed a simple action that we hope will unite all the GCE coalitions. We want to reach as many politicians and decision makers as we can around the world. We want them to go '*Back to School*' so they can learn about the education crisis and the importance of EFA.

Schools and local groups can take part in one of two ways:

- Inviting a politician to visit them and take part in a lesson along with local media
- By producing messages on education for all as part of a lesson and then sending them to a politician

We hope national coalitions will be able to get as many schools and local groups as they can to take part. Whichever way they take part, if they use the common lesson plan they will be joining the attempt to involve so many politicians, adults and children groups that we set a World Record for the biggest joint lesson in history.

We are also strongly encouraging national coalitions to try and organize one highlight 'Back To School' event for national media, preferably involving their Head of State or Finance Minister.

3. SLOGAN

We are proposing two slogans for Global Action Week. One slogan relates to the action and the other to the key demand. They are to be used on banners, posters etc.

- Action: **“Politicians Back to School: Its Time to Learn!”**
- Demand: **“Quality Education for All: End Exclusion Now!”**

These are the slogans that the GCE will be using on the sample materials and in the media. As with all GCE Global Action Week slogans the amount you use them is up to you.

4. KEY MESSAGES QUESTIONS AND ANSWERS

4.1 What is the proposed Joint Action for GAW 2008?

We will attempt to get as many politicians as possible worldwide to go *Back to School* to learn about education for all. This can be done by schools and groups inviting the politician to visit them **or** by the school or group sending a politician messages that we want them to act on. Therefore the tag for this year is **Politicians Back to School: It's time to learn!**

It is vital that all schools and groups involved include a short common lesson and record their efforts so that we can attempt to break a World Record. In 2003 GCE recorded the "World's Biggest Lesson" with the Guinness Book of World Records and in 2008 the aim is to break this record. All coalitions and other GCE campaigners are invited to join this attempt to set a world record and make history.

4.2 What progress has been made?

Since GCE started more than 30 million more children have entered school gates. The number of out of school children is now down to 80 million and illiterate adults down to 800 million. Some poor countries have dropped school fees, and rich countries given aid directly to education in poor countries. Other governments have shown willing, and made public statements on education. But progress is still way off target for the EFA goals to be met. 2008 is the year after the EFA goals mid-way point and a year before all children must have started school (if they are to have received a basic education by 2015). It is also 60 years after the Universal Declaration of Human Rights. Article 26 of the UDHR states that every one has the right to education and that Education shall be free and compulsory in the elementary and fundamental stages

4.2 What will we be asking schools/local groups to do?

In All Countries we will be asking schools/ local groups to either:

Invite a politician (or community leader) into your school/group during Global Action Week to be taught a 'lesson' by the children/learners about the importance of quality education for all and the importance of ending exclusion. After the lesson the local media, politician, community leader or teacher will be asked to verify the participation in the World Record and messages will be sent to the Head of State.

OR

To teach a lesson where the children/learners produce messages about the importance of quality education for all and the importance of ending exclusion. After the lesson the teacher, or another responsible adult verifies the participation in the World Record and the messages will be sent to a politician or community leader.

Whichever activity is done, there is a common 10-minute lesson plan that will count as part of the world record attempt. This will ensure they will be joining all the other children, teachers and politicians around the world who are taking part in Global Action Week. We would also like all schools to also invite local media to cover the lesson.

4.3 Which Politicians should be invited?

We would encourage schools and groups to invite in anyone they think would be useful to influence. This could be elected members of the national assembly, congress or parliament. It could be the local district education officer, or a community leader.

GCE coalitions will be encouraged to adapt the word '*Politician*' to reflect the national context – some countries might demand *Leaders Back to School* others *Representatives Back to School*. '*Politicians*' is used in the GCE slogan as it is the most general global term, but it is up to you to tailor it to your country context. Anyone who can influence the implementation of Education for All in your country should be targeted.

4.4 What will be contained in the lesson?

The lesson plan will contain two sections. A compulsory 10 minute section that we will be asking everyone in the world to do and a 10 minute section that the national coalition can amend to highlight particular issues in your country.

The lesson plan will be circulated in early November as part of the GCE Resource pack for coalitions. It will focus on the need for Quality Education for All and an End to Exclusion and will highlight that we are halfway to the 2015 EFA promise and that the world is way off track.

4.5 What else can they do in the lesson?

In countries which are missing out on EFA at the moment, we will provide an ideas sheet encouraging schools/groups to do a survey of their local community – so children map and interview those who are not able to attend school. Once they have gathered evidence/conducted interviews of children out of school and prepared a report, these findings will be handed or sent to the politician (or community leader).

We will also provide a short DVD for schools and groups to use explaining more information about the need for quality Education for All for both the pupils and the invited politicians and media. This may be particularly useful for richer countries that are part of the donor community.

Full details on both these extra resources will be available in November as part of the resource pack.

4.6 How do they count as part of the World Record?

Any school, class or group of people who complete the 10 minute lesson plan can be part of the World Record attempt. However they will need to fill in a verification form afterwards listing the names of those involved and signed by a witness. If this form gets returned (either to you or direct to GCE Secretariat) they will be part of the world record attempt. Whether a school is visited by a politician or whether they send messages to the politician, they both count for the World Record attempt if the lesson plan is included in their activities.

A copy of this validation form will be available as part of the Resource Pack in November, so you can see what they need to fill in.

4.7 What are we asking national coalitions to do?

To join the effort to get as many politicians as possible Back to School and be part of the world record attempt to set the biggest lesson in history. This involves two main actions on top of other Global Action Week plans you may develop

A) Get as many schools and politicians as you can in your country involved in Global Action Week

We want to see as many politicians as possible around the world to go back to school during Global Action Week and for as many schools as possible to take part in the World Record. This will mean writing to as many schools and supporters as you can – a specific grant will be available to coalitions this year to help with this.

B) Organize a national highlight event.

This is to create a central event for media attention and symbolize the World Record Lesson and politicians Back to School event in your country. Coalitions are encouraged to:

- Invite the Head of State or Finance Minister to go back to School and attend the lesson.

- Invite the media along to cover it so that it becomes a huge media event with maximum publicity.
- Present him/her with the status of quality of education in the country – so that he demands you have are very clear, both to the Head of State or Finance Minister and to the wider media.

4.8 What other ideas could be useful to Coalitions?

Gathering case studies and spokespeople

One of the most important things for this year's campaign is to gather a bank of case studies as well as people who will support your call for quality education to end exclusion.

Gather interesting local stories on quality of education and exclusion. Try and identify at least one of each of the following from your local areas, and bear in mind that the better the story, the more media will be interested in covering it and hence the bigger the publicity. Where possible try and use interesting case studies including:

- Children in a good learning environment and testimonies
- Children in poor learning environments and their challenges
- Parents/guardians of these children
- 60 year olds who were born in 1948 (the year of the Universal Declaration of Human Rights) who (a) had an opportunity to be educated and the merits (b) had no education and the demerits.
- Local celebrities or community leaders on their experiences

In terms of spokespeople, try and secure at least each one of the following:

- Those who are willing for their story to be used as a case study.
- Religious leaders who can talk about education in their congregations
- Involve women's groups working in the communities (on education/ in the south especially on HIV/AIDS home based care and care of children affected by HIV/AIDS)

4.9 Where should we promote the 2008 Global Action Week?

Please distribute materials as widely as possible. A main suggestion is to contact as many schools as you can – a specific grant is available to help with the costs of this.

A further suggestion is that apart from the mailings to schools, you should also try to distribute at local markets, stores and business houses. You can also approach religious organizations and groups such as the Girl Guides and Boy Scouts – we need all of society to support the importance of Education for All so any network which has large numbers of organized groups across the country and who would support quality Education for All would be useful to involve in the lesson and the World Record Attempt.

It is also important to involve parents and guardians in the activities. In the pack that goes to schools, you could include a message that students should educate and invite their parents/guardians on ***Back to School!***

Build up from the activities of GAW 2007 and where you already promote the campaign. Where possible try and replicate it to fit into the 2008 campaign look at what worked well in your country and add it to the list of activities for GAW 2008.

4.10 When should we promote Global Action Week and Politicians Back to School activities?

The Global Action Week is from 21st-27th April 2008. However, as with previous years, if that is a difficult week for the coalition to organize, then you are able to co-ordinate around different dates in your country.

For the Politicians Back to School World Record attempt it is up to the national coalition whether to encourage schools and local groups to work to a specific time within that week.

The GCE Secretariat will be making several different attempts on the World Record during Action Week, (as we did in 2003) because of the difficulties of time zones and the dangers of trying to organize events late at night or early in the morning with large numbers of people. The times and dates of the different attempts on the world record will be provided in the Resources Pack on November. Your country coalition can then either

pick one of these times and try and mobilize everyone behind that time or you can decide to give schools and groups the choice.

The advantage of picking one time for everyone in the country is that it helps add energy and excitement that children and adults all over your country are doing something at exactly the same time – this should also help with media coverage. The advantage of letting schools and local groups pick the time is that more children and adults and more politicians will participate as they can select the moment that suits them.

Whenever a school or local group does the lesson, as long as they fill in and send back the validation form they will be taking part in the efforts to set a world record– and all of them will be contributing to the achievement of Education for All.

4.11 How should we make contact with the media?

It is really important to make sure as many of the events as possible are witnessed by the media. This is important as it makes the politician much more likely to make and keep promises. It also ensures that the activities reach an even wider audience. We will be sending a communications pack in January containing lots of ideas for work with the media, but as an outline we suggest:

For the national highlight event, try and invite as many of the media as possible. If you are able to get the Head of State or Finance Minister to attend it should help get media there. In the mailing to schools encourage them to invite the local media in to ‘Witness’ the politician taking part in the lesson and the record attempt.

Make sure that you are aware of all the relevant sections and opportunities in your local media. Your local papers, radio or TV will have some free slots which you can take advantage of. Consider finding local business houses that can pay for PAID slots in local media to maximize publicity.

5. FUTURE RESOURCES FROM GCE

This Planning Pack has been designed to help you begin organizing an action-packed Week with renewed vigor and aim to achieve maximum participation from government officials, community leaders, the media, celebrities, parents and other opinion leaders in our various communities. In addition to the Planning Pack we will send out two main mailings to support your work:

(a) Global Action Week Resource Pack (November 2007)

This will contain several different resources - all easy to adapt to your national and local context:

- Template School Mailing Pack
- Case studies & a media plan
- Detailed World Record Lesson Plan,
- Global Action Week Briefing paper
- Materials CD
- Further campaign ideas.

(b) Global Action Week Communications Pack (January 2008)

This will include:

- Media pack with details on facts and statistics
- Quotes and endorsements you can use
- Sample Press Release
- A Web Banner and link to the on-line action,
- Web online pages

6. POLICY ASKS AND DEMANDS

We must build on what we have done previous campaigns. Education is a human right and this has been recognized in various international human rights instruments. These instruments have achieved further meaning by the elaboration of Education for All goals by governments at the World Conference on Education for All in Dakar in 2000. Coalitions are invited to recall the six education for all goals which we have been using as a yardstick to measure governments' achievements. Specific demands should be made from; (a) developing countries, (b) donor countries and (c) international institutions.

6.1 Developing countries should:

- Develop costed ten-year strategies for the achievement of the **full** Education For All agenda
- Ensure that 20% of national budgets and 6% GNI are allocated to education
- Include specific measures to reach marginalised and excluded learners *such as* orphans and vulnerable children, ethnic and language minorities, children with disabilities, children in internally-displaced and refugee communities and working children.
- Introduce policies and practices to achieve gender equality in education, *such as* gender-sensitive curricula, ensuring an adequate number of female teachers, making schools safe and hygienic for girls and giving stipends for girls
- Abolish all fees and charges in education
- Include specific measures to improve quality of education such as ensuring that all children are taught in a class no bigger than 40 by a professionally-trained teacher, spending at least 25% of recurrent budgets on non-salary quality inputs such as teaching and learning materials and enshrining the right to 9 years of education in national law

6.2 Donor countries should:

- Increase total Overseas Development Assistance (ODA) to at least \$16 billion per year, ensuring that 60 low-income countries' plans are fully funded through the Education For All Fast-Track Initiative
- Guarantee that ODA is predictable over a ten-year period
- Fund countries' full Education For All strategies through harmonised sector or budget support to ensure that cash can be spent on core recurrent costs such as teacher salaries.
- Specifically commit some of the resources to financing social protection for poor and marginalized families
- Encourage the development of inclusive education strategies in dialogue with partner countries which will achieve a quality education for all
- Develop innovative financing mechanisms to fund public education provision in conflict-affected fragile states

6.3 International institutions:

- The EFA Fast-Track Initiative (FTI) should publicly state that country plans addressing the full EFA agenda are eligible for approval and financing through the initiative
- The World Bank should ensure that its lending is aligned with the EFA-FTI principles of supporting one country, one sector, one plan with predictable harmonised
- The IMF should drop fiscal policies such as the imposition of public sector wage caps, which prevent countries from increasing domestic spending on Education For All
- The UN should use its mandate under Special Procedures to prioritise action on education and take concrete steps to urge member states to do the same.

7. GCE GLOBAL ACTION WEEK 2008 LOGO

There will be a common logo that we will be using in developing the 2008 Global Action Materials. Electronic versions of the logo and all of the Global Action Week materials will be included in the Resource pack in November.

8. TIMELINE

<p>Late Sep / Early Oct</p>	<p>We suggest a national planning meeting takes place to:</p> <ul style="list-style-type: none"> • Establish National Action Week committee • Name Coordinating organizations • Named GCE focal point established • Agree which of the global activities you will participate in • Plan what materials you want to produce locally (poster, leaflet etc) and who will do this
<p>By 8th October</p>	<p>After the meeting, coordinating organisations/GCE focal point should register with GCE by filling out the Registration Form or e-mail actionweek@campaignforeducation.org The registration form includes details on Material Grants Claims and the Small Grant Application Forms. Materials grants are a fixed amount available to southern coalitions only. The small grants are only available to southern coalitions that satisfy the grant application requirements.</p>
<p>November</p>	<p>Global Action Week Resource Pack will be sent out to all registered GCE coalitions.</p>
<p>End November / December</p>	<p>We suggest a national planning meeting to reach agreement on activities and approve local materials and any adaptation/translation of GCE materials. Set time and date(s) for 'Back to School!' event.</p>
<p>10th Dec</p>	<p>Deadline to return GAW Small Grant and Materials grant invoice fund</p>
<p>15th Jan</p>	<p>GCE informs applicants of funding outcomes</p>
<p>January</p>	<p>We suggest a further National planning meeting to:</p> <ul style="list-style-type: none"> • Get a mailing list of all schools/education groups in your country and agree joint letter. Write to all schools in your country – adapting and tailoring the GCE template materials as you see fit. • Draw up a list of tasks and clearly allocate responsibility – a named individual for each task • Plan if you are doing a national highlight event – agree when and where and produce a joint invite to the Head of State or Finance Minister • Agree list of important politicians, community leaders, spokespeople and other celebrities you hope to involve, and

	divide up the responsibility for contacting them
February	Send materials to printers and then post mass mailing to schools and other groups. Include national campaign materials and any GCE materials that you have chosen to adapt.
February	Send invitations to Head of State/Key Ministers/Celebrities and call for specific actions in support of the theme. Particularly ask them to go “ Back to School ” and to look out for invites from schools and local groups.
February	A good time for state/district/local planning meetings, once logistics and coordination mechanisms have been worked out at national level
Early March	Schools and local groups contact politicians to participate in Back to School! Invite media too to get press coverage!!
March	We suggest a further National planning meeting to: Draw up media strategy – which journalists will be targeted and who will contact them? What materials (press release, report/briefing paper, etc) will be needed and who will write and produce them?
Late March / Early April	Final push. Use all available means to remind everyone about the Action Week and build momentum, sms, word of mouth, community leaders to spread the word, local shopkeepers to post little posters in their stores, etc. Visit strategic media houses and talk to journalists to keep the momentum
April 19	Send out press releases and contact journalists in person
April 23-29th	Action Week in action!
Early May	Collect and collate Validation Forms for your country. Keep the contact details where permission has been given so you can contact them about future campaign actions. When you have gathered them all in – send them to GCE. If you are unable to collate forms yourself, please ask schools and local groups to send direct to GCE.

9. REGISTRATION FORM.

Please send to the GCE Global Action Week Co-ordinator Muleya Mwananyanda – by e-mailing actionweek@campaignforeducation.org - before 8th October

This form should only be filled in after a meeting of national GCE partners. The meeting should discuss the possibility of national events for the GCE Action Week 2008 and the form below is meant to be a record of those discussions. The main contacts should be the person or people who will lead the communication with the GCE on Action Week 2008. They will receive further updates from GCE Secretariat and will keep the Secretariat informed of the plans in their country.

A) National Coalition: _____

B) Major organizations planning to be involved in Week of Action 2008

1.	11.
2.	12.
3.	13.
4.	14.
5.	15.
6.	16.
7.	17.
8.	18.
9.	19.
10.	20.

C) Names and email/phone numbers of main contact(s) for Week of Action 2008 (Please list more if needed)

NAME	ORGANISATION	E-MAIL	PHONE/FAX
a.			
b.			
c.			

D) We will (please tick as appropriate):

Arrange an ' Politicians Back to school! It's time to Learn events during Action Week 2008 in schools and other groups across the country.	YES <input type="checkbox"/>
	NO <input type="checkbox"/>
Attempt to organize a highlight event involving the Head of State or Finance Minister going Back to School.	YES <input type="checkbox"/>
	NO <input type="checkbox"/>

E) Grants

We hereby claim the Materials Grant (maximum Euro 800) <i>(Please note, as funds are limited the Materials Grant will only be available to developing countries)</i>	YES <input type="checkbox"/>
	NO <input type="checkbox"/>
We hereby claim the Schools Mailing grant <i>(exact amount to be confirmed – approximately 300 Euro)</i> . This is to cover costs of writing to schools and other groups inviting them to take part in the Back to School activity.	YES <input type="checkbox"/>
	NO <input type="checkbox"/>
We would like to apply for a GAW Small Grant. Please send us a funding application form to be returned by 10 th Dec 2007 <i>(Please note, as funds are limited, GCE can only accept applications from developing countries)</i>	YES <input type="checkbox"/>
	NO <input type="checkbox"/>

F) Please tell us the address to which The Big Book of Action Week 2007 should be delivered:

Contact Name	Contact Phone Number*			Organisation (if applicable)
	country code	city code	number	
Street Address 1				
Street Address 2				
Town / City			Postal Code	Country

*Contact phone number is required for courier delivery. NO P.O. Boxes please. Courier services cannot deliver to a P.O. Box.