



**SAVE OUR FUTURE**

# **Impact Report**

**Phase I: August – October 2020**

## **About the campaign**

Save Our Future is a global movement of diverse voices uniting to amplify the voices of children and young people as they deliver a simple, yet powerful message amidst the COVID-19 crisis: Save Our Future. The campaign seeks to ensure that: all children and youth continue to learn during lockdowns through inclusive distance learning; every child and youth is supported to return to school when it's safe to do so; and governments and donors invest in education now so we can build better, more inclusive, and resilient education systems for the future.

Save Our Future is led by a core hub of the Association for the Development of Education in Africa, the Asian Development Bank, BRAC, Education Above All, Education Cannot Wait, the Education Commission, the Education Outcomes Fund, the Global Partnership for Education, Save the Children, UNESCO, UNHCR, UNICEF, the World Bank, and the World Food Programme in partnership with over 600 organizations and youth.

# AT A GLANCE

Since its launch on August 4, 2020 the campaign has:

Reached



countries across six continents

Garnered media coverage in

**100+**

outlets including CNN, *Washington Post*, *New York Times*, Al Jazeera, Deutsche Welle, and China Global Television Network

Generated

 **25.6  
BILLION**  
impressions

Brought together

**14**

of the biggest international education organizations to form a common narrative

Built a movement of

**600+**

CSOs and activists around the world



Developed an evidence based white paper with concrete actions to act as a road map for education post COVID recovery



**10,607**

downloads across

**131**

countries in just the first

**3 DAYS**

Built a coalition of

**200+**

researchers from around the globe that created a vision for action on education

Developed a Youth Caucus of

**25**

youth activists from across the world representing different sectors to advise on strategy for the future

Enlisted a cadre of

**25+**

influential education champions

Built a movement of

**30,000+**

advocates for education to help reframe the global learning crisis

Reinforced the important role education has in the achievement of the

**SUSTAINABLE  
DEVELOPMENT  
GOALS**



**TRENDED**

on Twitter during its launch

## WHAT WE SET OUT TO DO

- 1 Reframe the global learning crisis within the new reality of the pandemic
- 2 Unite global education advocates behind a common message
- 3 Bring a vision for action
- 4 Reinforce the intrinsic links between education and other major global priorities
- 5 Amplify the voices of children from across the world to demonstrate to decision makers that children desperately want to learn
- 6 Inspire a coordinated international response and encourage international investment



## HOW WE DID IT

### 1. Reframe the global learning crisis

#### Launch with the UN Secretary General

##### ► WATCH VIDEO

In partnership with the UN Secretary General, António Guterres who spoke of the generational catastrophe if the world doesn't act urgently on education. The campaign launch resulted in **8.7 billion** impressions, reached **634,700,000** people, and trended on Twitter.

#### The Presence of Absence

##### ► WATCH VIDEO



A stark visualization of what the world will look like if action is not taken on the global learning crisis. This film has remained the most shared asset of the campaign.

#### Face the Figures

##### ► WATCH VIDEO

A short film highlighting the true cost the COVID-19 pandemic



has had on global learning and the urgent need to invest in education in order to avert a generational catastrophe.

#### Media

An aggressive media push placing op-eds and stories in top tier outlets around the world with a target of policy and decision makers resulted in placements in over 100 outlets including CNN, *New York Times*, *Washington Post*, Associated Press, *The Guardian*, Al Jazeera, Reuters, *TIME*, China Global Television Network (CGTN) and Deutsche Welle (DW)

#### Unsung Heroes

##### ► WATCH VIDEO

Stories and voices of parents, guardians, teachers, administrators, and community volunteers around the world who are working to ensure that learning never stops during COVID-19 were a way to humanize the crisis and make it more relatable to world leaders.

### 1. Reframe the global learning crisis, continued

## #DropSomeKnowledge

### ► **INSTAGRAM LIVE**

Instagram Live conversations between campaign Global Ambassadors and principals from campaign organizations were essential in raising awareness of the global learning crisis to wider audiences that could be used to mobilize for advocacy of key education priorities.

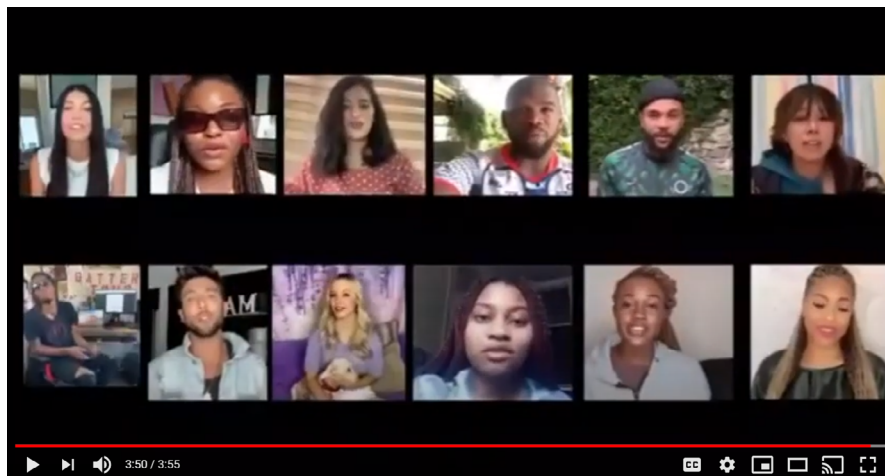


The #DropSomeKnowledge between Colombian singer Camilo and WFP Director of School Feeding, Carmen Burbano got an audience of over **5,000** people in 20 minutes.

## #WhatIfWednesday Twitter Chat

Together with campaign partner Dream a Dream, this was a 1-hour open Twitter conversation where followers were invited to share their thoughts, experiences, and ideas on questions related to reimagining education. The chat reached **3.8 million** Twitter users and garnered **1,400** engagement across 6 continents.

## 2. Unite global education advocates



### Partners

Built a global **30,000**-strong diverse movement including **600** organizations and activists across different sectors.

### Researchers

Built a coalition of over **200** researchers from around the globe that helped create an evidence-based vision for action on education.

### Global Ambassadors

#### ► **MEET OUR CAMPAIGN GLOBAL AMBASSADORS**

Brought together a strategic cadre of 23 celebrity advocates from around the world that were key in amplifying key messages to large followings and pushing for action on education priorities. Together, these Ambassadors have an online reach of over **56.5 million**.

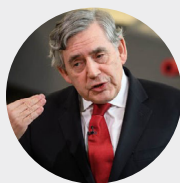
See Page 6 for a full list of campaign Global Ambassadors.

### Champions

High-level education champions endorsed the campaign at different events and moments both online and offline.

- **Antonio Guterres**, *UN Secretary General*
- **Amina Mohammed**, *UN Deputy Secretary General*
- **Baroness Sugg**, *Minister for Overseas Territories and Sustainable Development at the Foreign, Commonwealth & Development Office*
- **Gabrielle Union**, *Actress, Activist and Author*
- **Gordon Brown**, *Former Prime Minister of the United Kingdom*
- **Julia Gillard**, *Former Prime Minister of Australia*
- **Kailash Satyarthi**, *Nobel Laureate and Indian Social Reformer*
- **Peter Tabichi**, *Kenyan Science Teacher and 2019 Global Teacher Prize*

## CHAMPION QUOTES



### **Rt. Hon. Gordon Brown**

*UN Special Envoy for Education and Former Prime Minister of the United Kingdom, at the Global Education Meeting*

"I want to thank UNESCO for its organization of this historic event that unites leaders from every continent in the cause of transforming global education. And I want to add to that unity today by officially launching the Save Our Future white paper. A global blueprint to avoid a generational catastrophe. It's to those young people and the children of the world that I want to address remarks: our hope for the future is for you."



### **António Guterres**

*United Nations Secretary General, at the Save Our Future launch*

"Now we face a generational catastrophe that could waste untold human potential, undermine decades of progress, and exacerbate entrenched inequalities. The knock-on effects on child nutrition, child marriage and gender equality, among others, are deeply concerning. This is the backdrop to the Policy Brief I am launching today, together with a new campaign with education partners and United Nations agencies called 'Save our Future'."



### **Amina Mohammed**

*UN Deputy Secretary General, at the Global Education Meeting*

"I strongly encourage this Forum to turn the White Paper's recommendations into action. A key opportunity is to ensure the current plans at country level, responding to country priorities in this crisis and supported by the United Nations, are included."



### **Baroness Sugg**

*Minister for Overseas Territories and Sustainable Development at the Foreign, Commonwealth & Development Office, at the Global Education Meeting*

"COVID-19 threatens the future of a generation who face a learning crisis like never before. To #SaveOurFuture, education is the solution to so many of the world's problems."



### **Kailash Satyarthi**

*Nobel Laureate, in the Washington Post*

"There is perhaps nothing more urgent right now than to ensure these children, particularly those most vulnerable to exploitation and abuse, get their fair share of support to return to their education. That's why 10 international organizations — under the banner of "Save Our Future" — are urging leaders everywhere to do more to educate children even as covid-19 rages."



### **Hon. Julia Gillard**

*Former Prime Minister of Australia and Chair of the Board of Directors of the Global Partnership for Education, at the Global Education Meeting*

"We are hungry to do more to address the needs of children around the world. We are delighted to see the momentum recently from the Save Our Future campaign and Global Education Forum. We are delighted see more efforts to align with education sector. We have too much to do to let fragmentation get in our way."



### **Gabrielle Union**

*Award winning actress and entrepreneur, at the Save Our Future Global School Rally*

"Shoutout to the Save Our Future campaign for making sure that education is front and center during this pandemic. Kids, I know things are really hard right now, but never ever give up on learning. Education is the key to your future and the future of the world."



### **Peter Tabichi**

*2019 Global Teacher Prize Winner, at the Save Our Future Global School Rally*

"As we struggle to deal with the Covid 19 Pandemic, let us also be aware that this is also an opportunity to reflect, learn and plan on how best to make this world a better and more peaceful place for us."



## CAMPAIGN GLOBAL AMBASSADORS



**Ai**  
Singer (Japan)



**AY**  
Musician, climate activist (USA)



**Azziad Nasenya**  
Actress, content creator (Kenya)



**Bella Dose**  
Girl Group (Dominican Republic)



**Camilo**  
Singer, songwriter (Colombia)



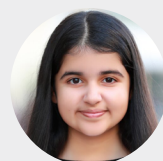
**Frankie Zulferino**  
Singer, songwriter (USA)



**Gelila Bekele**  
Model, girls advocate (Ethiopia)



**Gia Peppers**  
Journalist (USA)



**Himakshi Shastri**  
Author, child environmentalist (UAE)



**Jena Rose**  
Singer, songwriter (USA)



**Jidenna**  
Musician (Nigeria)



**Julie Gichuru**  
Media personality, social entrepreneur (Kenya)



**Lilian Mbabazi**  
Singer, songwriter (Uganda)



**Makenna Muigai**  
Climate change advocate (Kenya)



**Mai Al-Qaisi**  
Children, refugee rights activist (Palestine)



**Miss Diddy**  
Social entrepreneur (USA)



**Nambitha Ben-Mazwi**  
Actress (South Africa)



**Sara Mora**  
Digital creator, immigrant rights advocate (USA)



**Saweetie**  
Rapper, college student advocate (USA)



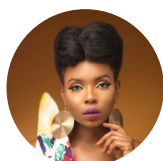
**Siv Ngesi**  
Actor, girls advocate (South Africa)



**Tory Kay**  
Musician (USA)



**Vanessa Nakate**  
Climate change activist (Uganda)

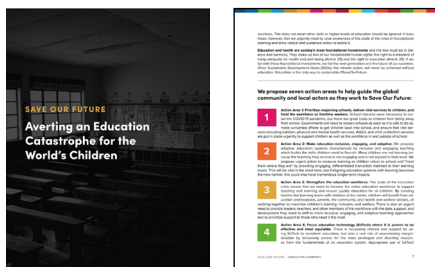


**Yemi Alade**  
Singer, songwriter (Nigeria)

## 3. Bring a vision for action

### Campaign White Paper

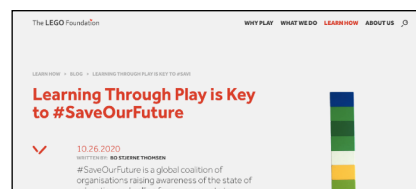
► [READ WHITE PAPER](#)



*Save Our Future: Averting an Education Catastrophe for the World's Children* is an evidence-based roadmap with seven concrete recommendations for governments to deliver changes in the coming 6-24 months. Worked on by over **200** researchers from around the world and endorsed by over 80 civil society organizations, the study has been downloaded in **15,253** times in **151** countries.

### Learning Through Play Challenge

► [READ BLOG POST](#)



An online promotion in partnership with the LEGO Foundation, highlighting new and innovative ways to keep children learning during COVID-19 and beyond. With a focus on Social Emotional Learning Through Play - and with the World Economic Forum mentioning creativity as one of the top 5 most in-demand skills in the 2014 Future of Jobs' survey - the challenge showed that investing in alternative ways of learning can prepare students for a better future through new opportunities, reduced anxiety, built resilience, and strengthened social relationships.

## 4. Reinforce the intrinsic links between education and other major global priorities

### Thematic Digital Toolkits

Key messages, evidence, reports and partner stories centering education as a foundation to the other global goals were amplified using digital toolkits that were shared weekly with the over **600** campaign partners. Using accompanying unique secondary hashtags and URLs, the campaign tracked thematic coverage, increasing online engagement by an estimated **70%** weekly.

### Cross-sectoral Consultations

Brought together working group representing different development sectors to help develop narratives about the interlinkages with education, promote joint development of plans, strategies

and policies, promote institutional cooperation, across sectors and agencies, identify areas where joint action may result in cost savings, making the case for investment stronger which could attract the attention of finance ministers, integrate measuring and monitoring, and to make the case that education is critical to achieving other SDGs and vice-versa.

### Youth Vision Statement

A statement created by of over 20 young activists from different global sectors and regions, laying out how they would like to see education restructured, rebooted and reimaged for their future.

## 5. Amplify the voices of children from across the world to demonstrate to decision makers that children desperately want to learn

### Global School Rally

#### ► [WATCH THE GLOBAL SCHOOL RALLY](#)

*It Takes A Village* was a child focused virtual event that attracted thousands of families around the world to hear experiences of learning during COVID-19 and underline the importance of the community it takes to help a child learn. The rally ended with a call to action from children to global leaders with three demands:

1. We all learn even when schools are closed;
2. We go back to school when it is safe;
3. World leaders and rich people, help us get better education so we can be anything we want to be.

### Dear World Leaders

#### ► [WATCH VIDEO](#)



A video message from the world's children to world leaders asking them to protect their education. Written by an **8-year-old**, the video is a powerful look of the global learning crisis through the eyes of a child. The video was played at the Global Education Meeting convened by UNESCO, the governments of Ghana, Norway and the United Kingdom and brought together Heads of State and Government, as well as ministers from over 70 countries.

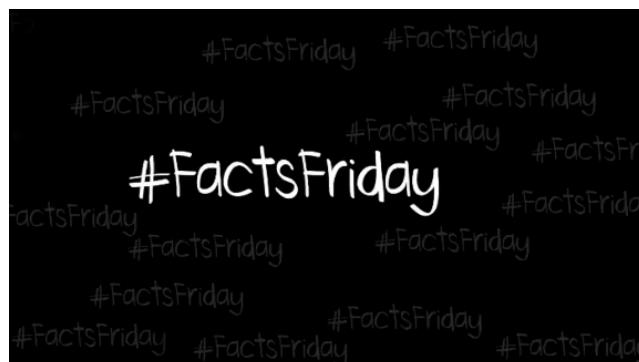
### The Escape Room

#### ► [ESCAPE ROOM LINK](#)

Together with one of the campaign Youth Caucus members, created of an innovative and interactive digital excursion– the Save Our Future Escape Room exploring how inter-generational collaboration and young innovators can help #SaveOurFuture.

### #FactsFriday

#### ► [#FACTSFRIDAY THREAD](#)



A weekly video of children sharing a favorite fact they had learned during the COVID-19 pandemic. Ranging from facts on bees to facts about space, this was a way to encourage children to keep learning and highlight that learning should never stop.

### Youth Caucus

Assembled 23 youth activists from across the globe representing more than 15 countries and a variety of sectors including social justice, health, gender equality, climate change, and sustainability to serve as strategic advisors of the campaign. The Youth Caucus was also key in supporting the research for the White Paper.

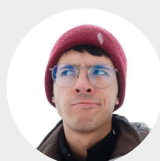
See page 9 for a full list of Youth Caucus members.



## YOUTH CAUCUS MEMBERS


**Faith Ocharo**

Early childhood development advocate (Kenya)


**Filippo Pallotti**

ONE Youth Ambassador (Italy)


**Vittoria Anelli**

ONE Youth Ambassador (Italy)


**Victoria Ibiwoye**

Child education advocate, founder of One African Child (Nigeria)


**Vivian Onano**

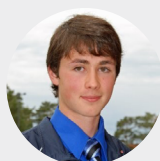
Social entrepreneur, education & WASH advocate (Kenya)


**Edith Asamani**

Adolescent girls' leadership advocate (Ghana)


**Fantacee Wiz**

Musician and human rights activist (Sierra Leone)


**Justin Patrick**

President, International Association for Political Science Students (Canada)


**Sasa Aakil**

Poet, civil rights activist (USA)


**Agustin Batto**

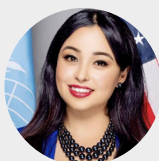
CEO, Founder of Eidos Global (Argentina)


**Andrew Nalani**

Group facilitator, youth champion (Uganda)


**Elizabeth Jackson**

Youth empowerment advocate (Australia)


**Kanchan Amatya**

Social entrepreneur, women's rights & climate activist (Nepal)


**Elvira Kalmurzaeva**

Executive Director of IDEA Central Asia (Kyrgyzstan)


**Tahsin Uddin**

Youth and climate change advocate (Bangladesh)


**Ulises Brengi**

Youth empowerment and climate activist (Argentina)


**Benedict Joson**

Social entrepreneur, youth activist (USA)


**Henry Munoz**

CEO and Founder of Edukasyon (Philippines)


**Jatón Zulueta**

Founder and Executive Director of AHA! Learning Center (Philippines)


**Amri Ilmma**

Head of Public Policy, Ruangguru (Philippines)


**Stephanie Hardjo**

Education enthusiast, head of Product K12 at Ruangguru (Philippines)


**Inesa Zohrabyan**

Motivational speaker, organizer for education (Armenia)


**Yelyzaveta Shelestova**

Youth empowerment advocate (Ukraine)

## 6. Inspire a coordinated international response and encourage international investment

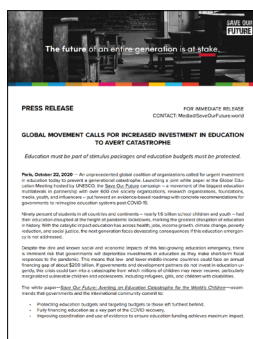
### Open Letters

Open Letters to world leaders demanding action on education from:

- **100** global leaders calling for education financing.
- **Children** to global leaders asking them to defend their learning.
- **Youth** calling for protection of their education in partnership with UNESCO's Global Education Monitoring report.

### Launch of White Paper

► **READ PRESS RELEASE**



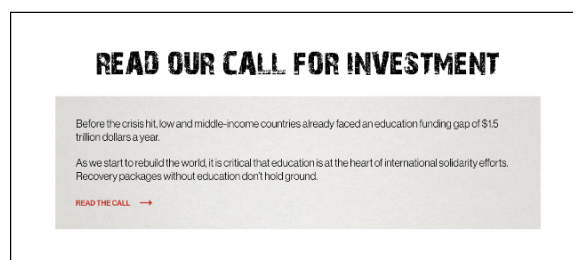
At UNESCO's Global Education Meeting by Rt Hon Gordon Brown and at the World Economic Forum by UNICEF Exec Director Henrietta Fore. It was downloaded been downloaded in **15,253** times in **151** countries around the world.

### Global Education Forum Meeting

A high-level ministerial meeting where bilateral and multilateral donors reviewed the white paper and committed to taking forward action areas.

### Call for Investment

► **READ CALL FOR INVESTMENT**



A piece underscoring how critical is that education is at the heart of international solidarity efforts as we start to rebuild the world post COVID-19; and that recovery packages without education do not hold ground.

# *a message from* **OUR PARTNERS**



“The Save Our Future campaign is BOLD! They popped up out of nowhere when the needs were highest and are now a household name in the global education sphere. The campaign is well organised, proactive and inclusive of all its members. We feel heard. The people behind SOF create great content and we enjoy sharing it. We hope the campaign will stay around long after the COVID-19 impact on education has been properly managed, as other crises will prove Save Our Future’s worth again and again.”

**VVOB – EDUCATION FOR DEVELOPMENT**

**“The Save Our Future campaign permitted Luigi Giussani Institute of Higher Education to be part of a global movement advocating for continuity of learning our children in challenging times-COVID-19 pandemic. It equally availed a wide platform to share and learn from as educational partners. The results are now visible- schools are starting to reopen! Concern for the marginalised learners is taking root!”**

**LUIGI GIUSSANI INSTITUTE OF HIGHER EDUCATION**

“Education is not preparation for life; education is life itself’. True to the words of John Dewey, at Rescue life of children we are grateful for the continued support Save our future campaign has and is giving children from South Sudan i.e the Global school rally event and globally amplifying their voices to be heard, urging increased investment on Education. ‘What makes a child gifted and talented may not always be good grades in school, but a different way of looking at the world and learning.’ Children from South Sudan want to learn.”

**RESCUE LIFE OF CHILDREN**

“As an independent, local non-profit organization based in Southeast Asia, in short, as practitioners with an indigenous perspective, we were keen to contribute a view from our work on the ground. Practitioners are not often given a chance to speak directly for themselves. Yet our insights are important in terms of implementing policy. For this, we remain grateful that the campaign allowed us an opportunity to participate and, most meaningfully, to be heard.”

**TEACH FOR THE PHILIPPINES**

**“The Save Our Future campaign has elevated global discourse and action in support of education for the most vulnerable, including access to education for children and youth who have been forcibly displaced from their homes. By shining a light on educational services provided by organizations like JRS and the needs that still remain, we are able to jointly encourage decision makers and advocates to take action. We are proud to be a part of this important effort.”**

**JESUIT REFUGEE SERVICE**

“Being part of this campaign has allowed us to be part of a movement that is focusing on working towards improving education outcomes for students. Seeing the engagement and the move on social media has been great and fulfilling.”

**YOUNG LOVE**

During these challenging times, the #SaveOurFuture campaign gives us an incredible platform to put education at the decision table and to raise awareness of the importance of working on our future.

**EIDOS GLOBAL**

“The Save Our Future campaign amplified the priority that has driven all of INEE’s work for the past 20 years: the provision of quality, safe, and relevant education is critical during and after emergencies. This campaign is a critical advocacy effort for children, youth, and other learners impacted by the current pandemic, especially those already living in crisis contexts.”

**INTER-AGENCY NETWORK FOR EDUCATION IN EMERGENCIES (INEE)**

“Dream a Dream’s #WhatIF Global movement called for everyone to take a pause and reimagine ourselves, our education system and our world, and serendipitously we found an amazing ally with the Save Our Future campaign. Goals of the #WhatIF movement and that of Save Our Future campaign worked along similar lines of moving away from the business-as-usual approach to reimagine a better future for our young people!”

**DREAM A DREAM**

## *a message from* **OUR PARTNERS** *continued*

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“United World Colleges (UWC) was honoured to collaborate with the Save Our Future campaign. We strongly believe in the power of education. Joining forces with like-minded organisations to strengthen our call for action is paramount, so that we ensure that every child has access to education - no matter the challenges that the global pandemic has raised. Taking part in the Save Our Future campaign also gave us the chance to highlight the incredible stories of UWC alumni and teachers and what they do to use education to make the world a better, more peaceful and more just place. Working on the much-needed White Paper encouraged our students to look at education from an even more global perspective. The world needs more collaborative initiatives like this one. We are looking forward to joining forces alongside more educational institutions, NGOs and policy makers as we work together to strengthen global education”

### **UNITED WORLD COLLEGES INTERNATIONAL**

**“It has been eye-opening to work with the Save Our Future campaign team and on this great cause. It helped us realize that the challenges we have been addressing in Uganda’s rural school communities are global yet very local. We realized that the struggles of rural and disadvantaged children to access excellent education is an uphill battle for children in Uganda, Asia, Latin America, and even in high-income countries such as the U.S. And COVID-19 has even exacerbated these inequalities. In Uganda alone, 15 million students were out of school due to the pandemic, and only a small fraction of about 2% could access learning through the Internet. This education crisis is the most pressing civil rights issue of our time. We are grateful to the collective leadership of the Save Our Future Campaign that has ignited this conversation with what Dr. & Rev. Martin Luther King Jr, called “the fierce urgency of NOW.” Just as these challenges are local and global, solutions must also be global in their collective nature, as well as local in involving the communities that suffer these inequities. However, these solutions and the global agencies, nations, and organizations both local and global must work with the fierce urgency of now if we must save our future. We at Teach for Uganda also recognize that global solutions will have their intended impact only if local organizations such as ours that work directly with communities, local govern-**

**ments, and national governments are consistently brought to the decision table. As global multilateral organizations, governments, and stakeholders search for solutions and draft policies, we should all keep the wisdom of philosopher Lao Tzu in mind, “Go to the people, live with them, learn from them, love them. Start with what they know, build with what they have... But with the best leaders, when the work is done, the task is accomplished. The people will say, ‘we have done this ourselves.’”**

### **TEACH FOR UGANDA**

“Multi sectoral collaboration is crucial if we are to develop truly inclusive quality education systems around the world. The process of working on the save our future campaign was a collaborative process in itself, and it was great to see diverse perspectives coming together. As we collectively worked on the different background papers that fed into the white paper, it was interesting to see how this variety of perspectives could be represented. Humanity & Inclusion was pleased to be able to join others to highlight the needs and perspectives of inclusive education for children with disabilities. The COVID pandemic has shone a light on the urgency of the inclusion agenda more than ever before, and we cannot waste this opportunity. Inclusive education needs to be at the forefront of all education systems. We were pleased to see that the Save Our Future campaign highlighted this fundamental necessity.”

### **HUMANITY AND INCLUSION**

**“The Save Our Future campaign has been an inspiration to all of us at MMM. It was launched just as we began working on the mobilisation of our #RaiseAPen campaign. With education at the heart of both initiatives, we saw the synergies and felt truly motivated to join forces. We saw Save Our Future as saving the future for ALL children through education. At MMM, we raised a pen to secure the right to education for girls in Afghanistan at a time when there is a real risk of losing that right. Our common vision and goal made this partnership a win-win. Thank you to the Save Our Future team for their streamlined, warm and engaging approach - a joy to experience in these troubled times.”**

### **MAKE MOTHERS MATTER**