



GLOBAL EDUCATION WEEK

2020

EVALUATION FORM

REPORT

16 - 20 November 2020

Funded
by the European Union
and the Council of Europe



EUROPEAN UNION



NORTH-SOUTH CENTRE
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TABLE OF CONTENTS

OVERVIEW	3
1. INTRODUCTION	3
OVERALL RESULTS	4
2. ENGAGEMENT	4
2.1. SURVEY	4
2.2. DIGITAL ENGAGEMENT.....	4
3. ACTIVITIES	5
3.1. ACTIVITY FOCUS.....	6
3.2. TARGET GROUPS.....	6
3.3. INVOLVEMENT	7
4. ACHIEVEMENTS, CHALLENGES & INSIGHTS	7
4.1. HIGHLIGHTS OF THE WEEK	7
4.2. CHALLENGES	8
4.3. RECOMMENDATIONS	8
4.4. SUGGESTIONS	9
5. CONCLUSION AND WHAT TO EXPECT FROM 2021	10

OVERVIEW

2020 was a year of many changes, starting from the ambitious tasks of restructuring the Global Education Week and rethinking the roles of the Global Education Network and the North South Centre in its implementation. A process that the Network managed to implement successfully and collectively, despite the fact that it required to break with some assumptions inherited from the 12 previous editions of the Week.

2020 was also the first year that a granting scheme supporting global education driven projects was introduced to the GE Network. Considering that one of the main priorities of the public call was to suggest initiatives that could benefit the GEW, as well as involve other members of the Network, this was an important milestone for everyone, which resulted in the successful implementation of 5 projects.

However, those were just the first of more challenges to come. Indeed, while the Network was working hard on how to improve the impact of the Week, the COVID19 pandemic set in and reshaped the entire world.

The repercussions of it on the organisation of the Week were soon visible. Many members of the network were faced with the uncertainty of not being able to organise any of the activities they had planned. Some of them ended up being cancelled. But the vast majority had to transition to an online format, both a sign of resilience and a small revolution in itself, given that the Week had always been an opportunity to meet each other and to celebrate.

Regarding the results, overall, it was a continuous learning process that involved all the members of the Network, including the NSC, and its partners. As this report helps to highlight, the Week registered general improvements in the interaction and engagement of the Network, compared to the latest editions. For detailed information and a more complete snapshot of the Week in 2020, please read the following sections.

1. INTRODUCTION

The Global Education Week ([GEW](#)) is a Worldwide awareness raising initiative and a call to rethink our world together, using Global Education as a tool for solidarity and change. The Week happens every year during the third week of November. This year the GEW was held on 16 - 20 November 2020, under the motto: **“It’s our world, let’s take action together!”**, with a special focus on **youth engagement**.

The GEW outreach strategy and supporting mechanism is the result of a collaborative work between the NSC and the GE Network, building on the recommendations of the previous [GE Network meeting](#) report (*January 2020*).

During the GEW 2020 edition, 25 countries in total joined the campaign and organized different events. The activities were mostly held online due to the COVID 19 outbreak situation.

The countries where the GEW 2020 took place were: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, France, Germany, Greece, Hungary, Italy, Ireland, Lithuania Mexico, Montenegro, Morocco, Poland, Portugal, Romania, Serbia, Slovenia, Turkey, United-Kingdom.

NSC invited the Global Education Network, who actively participated in GEW 2020 campaign, to answer the [GEW 2020 How Did It Go Survey](#). The aim of the survey is to straighten collaboration, increase the quality of work, follow the needs for the future coordination and develop new strategies accordingly. Of the total of 25 countries, 24 filled in the survey.

Overall Results

During the week, around approximately 95,000 people around the world were engaged directly or at least informed about the initiative, and approximately 4,100 activities were implemented. The most frequent type of activities were *workshops* and *seminars*, while the top ranked topics were: *Environmental Sustainability*, *Global Education as a tool* and *Climate change*. *Young people* were the main target group, given that almost 2,183 schools were engaged.¹

For most of the National Coordinators the main highlights of the week were the *enhancement of digital engagement*, along with the *increase in curiosity on the GE*.

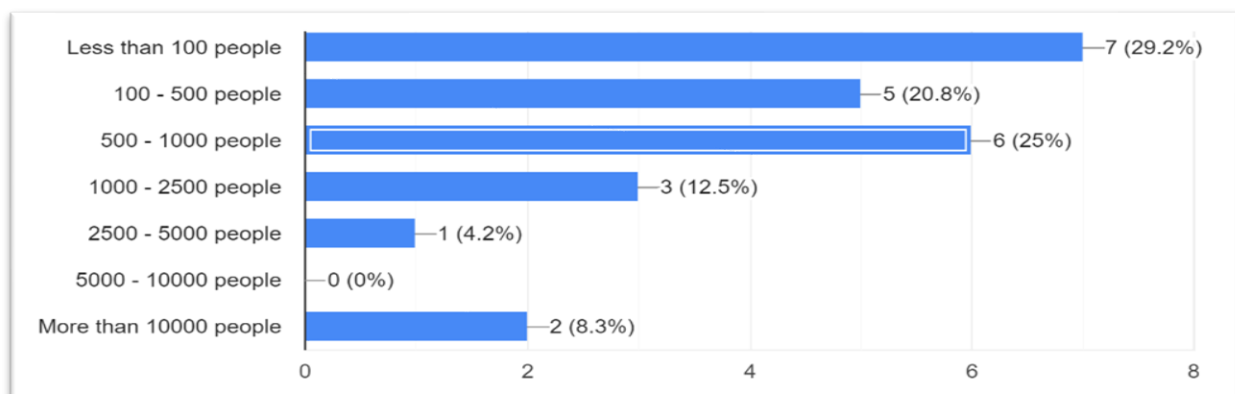
On the less positive side, transferring to virtual platforms the events that were cancelled or postponed due to the COVID pandemic, caused online difficulties in terms of technical issues and lack of presence of participants. Some coordinators recommended also to develop a “better communication, collaboration between the organizations and participation in joint projects, as well as increased sharing of GE practices and materials”.

In this sense, they particularly highlighted, for example, the importance of working in advance the yearly GEW outline, as well as obtaining visual material in a timely manner through the NSC.

2. ENGAGEMENT

2.1. SURVEY

According to the survey, around 95,000 people (students, teachers, participants) actively engaged with the GEW 2020 or were made aware of the initiative, through social media, mail campaigns, website or direct promotion at school.



2.2. DIGITAL ENGAGEMENT

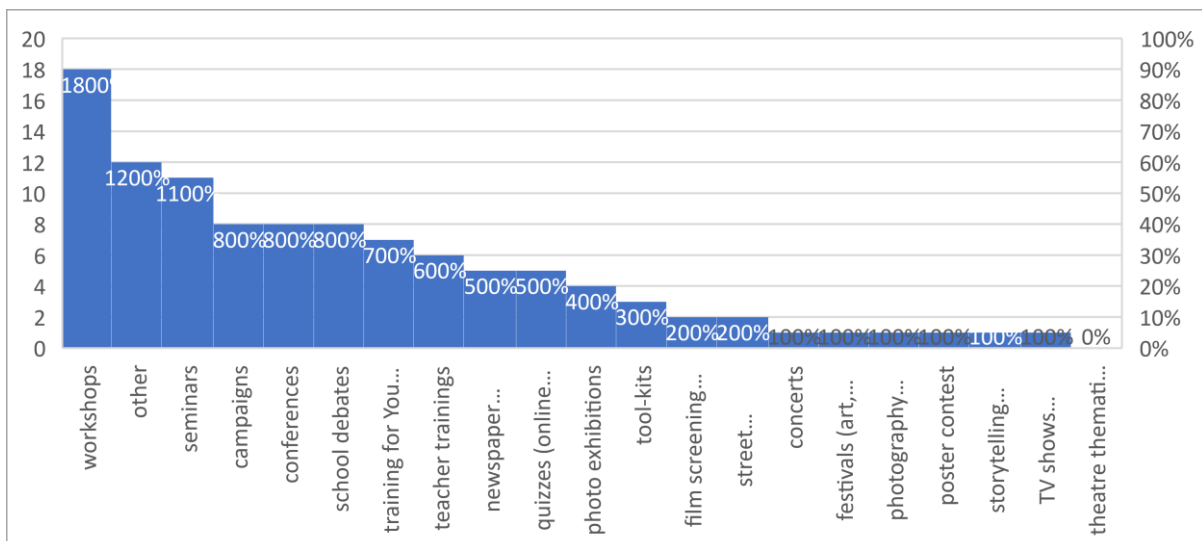
- Regarding the number of total visits to the webpage of the participating organizations (11 countries over 24 provided the requested data), around 101.000 people visited their local webpage during the GEW 2020.

¹ The numbers are an estimation based on the data collected from the evaluation survey among GE Network.

- According to the data provided by 14 countries over 24 on the engagement on the Social Media platforms (Facebook, Twitter, Instagram, YouTube etc.), the activity posts reached almost 201.000 views.
- Over the period October 2020 - October 2021, the GEN Facebook page gained 98 new followers, 2753 posts engagements and 48100 cumulated outreaches.
- As for the NSC Website, the results are as follows:
 - **Action tips** : 63 unique pageviews
 - **Activities of the Global Education Week** : 1,846 unique pageviews
 - **GEW joint activities** : 182 unique pageviews
 - **Global Education Week 2020: It's time to act together! – Newsroom**: 178 unique pageviews
 - **It's our world, let's take action together! - Global Education newsroom**: 52 unique pageviews
 - **It's our world, let's take action together! – Newsroom**: 97 unique pageviews
 - **More information** : 313 unique pageviews
 - **Peace** : 84 unique pageviews
 - **People** : 179 unique pageviews
 - **Planet** : 162 unique pageviews
 - **Prosperity**: 41 unique pageviews

3. ACTIVITIES

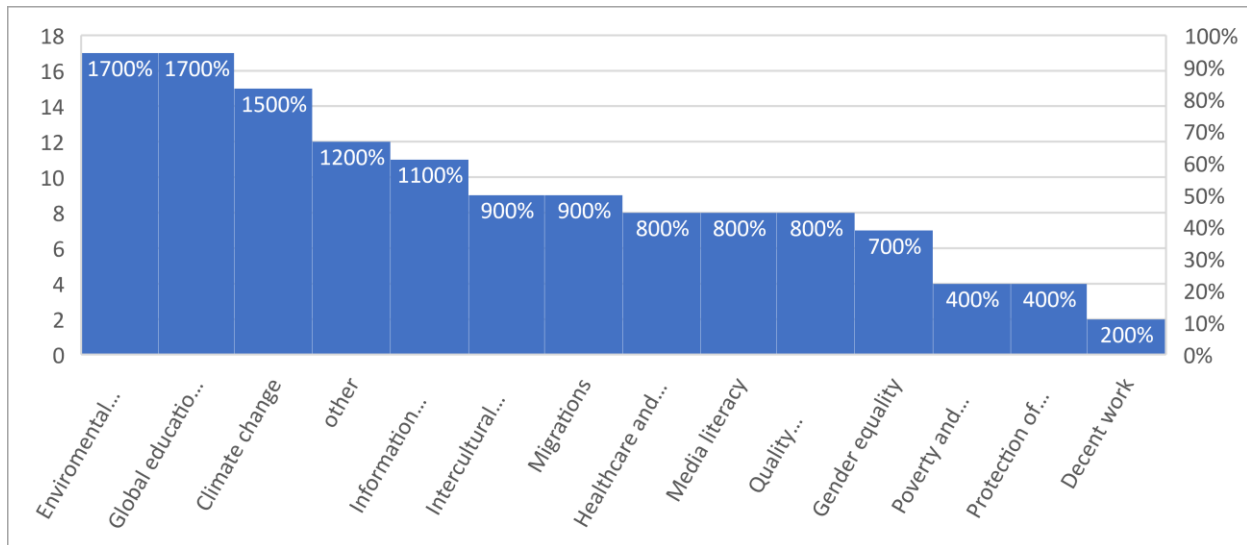
- Over the 24 countries around 4.100 activities were held.
- Regarding the activity clusters, which included 20 different types of activities, **Workshops** were the most common ones and chosen by 18 counties approximately 54 times in total. The second most preferred type was **Seminar**, implemented by 11 countries nearly 44 times in total.
- However, 12 countries indicated that they had also implemented “**other**” types of activities, such as: “online talks, presentations and discussions, production of online books, consulting for teachers and educators, games and schools’ animations, Youth Worker training”.



3.1. ACTIVITY FOCUS

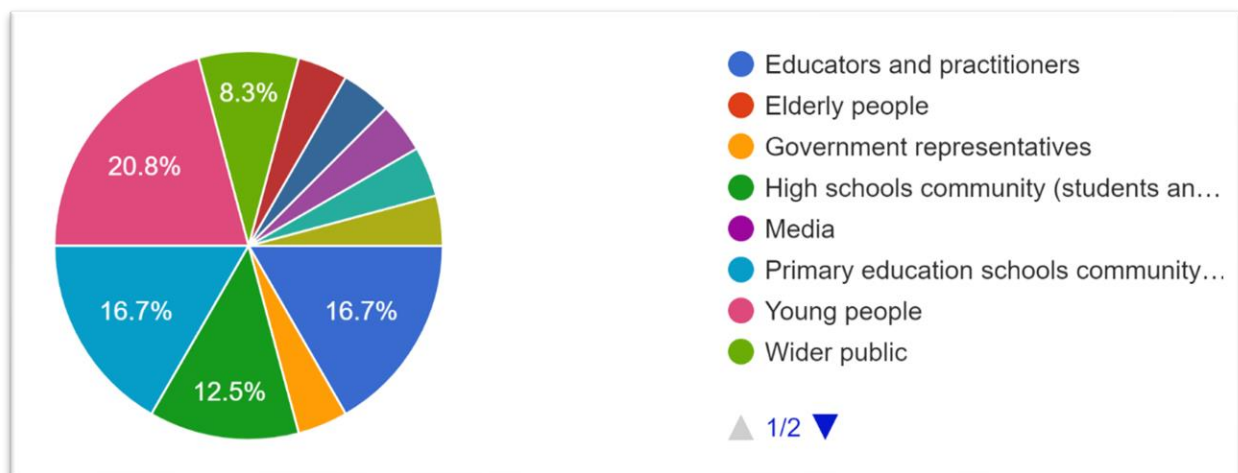
The events were mostly focused on the topics “**Environmental Sustainability**” and “**Global education as a tool**” chosen by 17 countries in total. “**Climate Change**” was the second topic chosen by 15 countries.

As a third one, out of the provided list, other topics were chosen by 12 countries. These topics were, “*Solidarity and justice, Human rights, Democracy, Youth, Racism, Education, Technology, Ecology, Food Waste and sovereignty;*”



3.2. TARGET GROUPS

Young People were the primary target group that the activities intended to reach. The second target group was **Educators and practitioners** and **Primary education school’s community**. Ultimately, in third position came **high schools communities**.



3.3. INVOLVEMENT

Regarding the type of actors involved in the GEW2020, around 2,183 schools, 797 NGOs, 85 government representatives were engaged during the week. Universities, colleges, teachers, students, and wide public were also included to the implementation of the activities.

4. ACHIEVEMENTS, CHALLENGES & INSIGHTS

4.1. HIGHLIGHTS OF THE WEEK

The GE Network Coordinators shared their brief insights on the highlights of the week. Those key points were:

Initiatives conducted in specific areas:

- Dialogues among different stakeholders on the protection of the rights of children and youth, and media and digital literacy.
- Taking on social responsibility by valuing diversity.
- Providing a space for young people through personal stories of experts on their topics with GE.
- National conference and national school competition on global education, seminars on EU Green Deal, EU Green Deal presentations for high school students,
- International webinar for pedagogues and youth workers.
- SDG-Online-Workshops for schools.
- Global citizenship education, quality education, sustainable development, and youth empowerment in the MENA region.

Positive aspects of transferring the activities online despite COVID pandemic:

- Productive dialogue among partners.
- Increasing the curiosity, raising awareness, knowledge, and acknowledgement of global education.
- Enabling host speakers remotely from all around the world in online events and attracting a large variety of NGOs.
- Involvement of parents.
- Collective and voluntary work despite limited or without budget.
- The number of engaged people.
- Enhancing digital engagement, disseminating of information about GE and number of participants through social media.
- Increasing educators' creativity (flyers, newsletters, brochures, video clips, online books etc.) and a variety of actors activated during GEW

4.2. CHALLENGES

Countries listed the aspects that they mostly struggled with:

Challenges for implementing activities and communication

- Lack of visibility from the NSC for some partners activities and lack of knowledge about the NSC by some national actors.
- Lack of visibility, priorities, targets, and communication between partners.
- Limited budget or difficulty in finding financial resources to support costs for organizing and advertising events.
- Limited onsite social interaction.
- Online adaptation and on-line engagement while urgently transferring to the online platform.

Online environment challenges caused by COVID pandemic

- "Translating" activities in the online environment.
- Cancelling or postponing some prepared school-related activities and start all over or applying changes in ongoing projects.
- Finding lecturers for some topics.
- Getting the speakers to confirm ahead of time.
- Involving the usual participants - educators, high school students etc.
- Keeping motivation to engage and participate in the GEW in times
- Limited technical capacity, poor internet connections and time for activities.
- Mandatory online classes, as a reason no willing to create more online content by educators and participants.
- Uncertainty of organizing anything due to the restrictions.
- Engagement, getting everyone online, presence of participants, distance, etc.
- Virtual fatigue.

4.3. RECOMMENDATIONS

In order to improve mutual work and enhance collaboration between the GE Network coordinators and the NSC, the national coordinators recommended:

Between GE Network and NSC

- Clear common objectives and frequent communication through online meetings than by email.
- Collaboration and participating in joint projects.
- Earlier communication of the tasks and to exchange between countries, sharing GE practices and materials produced while planning any new activities.
- Holding regular meetings and roundtables to get connected and discuss global issues of common interest.
- Joint reporting app for implementers of activities, to get more date and more qualitative data.
- Online meeting after the week for sharing experiences, getting inspired and learning from each other.

For the NSC

- Delivering key visual assets well ahead of the Week preparation
- Knowing the topic of the Global Education Week and motto one year in advance.
- Longer deadlines for preparation of joint activities and deadlines for submission of reports.
- Providing financial support, fund raising and promotion.
- Rewarding the best activities/materials produced.

4.4. SUGGESTIONS

The GE Network coordinators' suggestions:

Thematic suggestions for the GEW 2021

- Act Now For Our Children's World. (OWW has already selected this theme: <https://www.oneworldweek.org/theme>)
- Climate change
- Children's mental health
- Digital literacy and education
- Safety and equal chances in the virtual environment
- Migration in the contemporary world
- Without 4.7 no SDGs

Practical activities

- Conducting some regional campaigns or events training, GE conferences for GEW.
- Design practical activities to be used in classrooms, universities, and NGOs spaces.
- Developing an app. Offering time for discussion between educators from all over Europe - and beyond - in the form of online workshops, with translation.
- Elaborating more on the theme of GEW 2021 - to give active institutions more complex insight into what could be done.
- Getting the graphic visuals distributed by the NSC
- Having some more guidelines on communication and some possibilities to communicate local events on the international level.
- Hosting an annual virtual meeting for the coordinators to discuss global education in their respective countries. More joint events held by members, attending to each other's meetings.
- One or two central posts to be shared by everyone, small scale common actions of all countries or e.g. a joint international youth event (online) could add to the international dimension of the week that could attract more people.
- Promoting awareness and understanding of the COP26 which UK is hosting in November and support the UK Government in ambitious actions to set high standards before the COP, so we are suggesting people don't wait for the Week but get involved in activities from now on in.
- Using the online space to engage more and better.

Further general improvements for the GE Network coordinators role

- Cooperation on strengthening the capacity of the national network for global education and accreditation of training for educators of global education
- Keeping on promoting and educating communities capable of preventing, contrasting, and removing disadvantages and poverty, through supporting most fragile school careers, acting on those causes that feed educating poverty, supporting partnerships between schools and territories, increasing and improving the quality of educational opportunities.
- More online-meetings and possibilities for exchange for the national coordinators to learn from each other.
- Setting up Special Interest Groups to focus on specific areas to be debated.

5. CONCLUSION AND WHAT TO EXPECT FROM 2021

Referring to what was mentioned at the beginning of this report, 2020 was a pivotal year for the GEW in many aspects. First the Network, alongside the NSC, took on the challenge of rethinking the goals of initiative and its implementation, suggesting a clearer framework that can support the promotion of global education as a tool for civic engagement and mutual understanding worldwide. Then the Week gained a new visual identity and improved its communication channels. At the same time, a new dedicated granting scheme was introduced, offering better support for the GEN members. And while all of this was being implemented, the GEW was faced with the hurdles brought about by the global pandemic, having to reinvent itself in the digital world.

Now, even if the storm was anything but temporary and is still much above us, we can happily say that, thanks to the resilience of the Network and all the participants of the Week, this year was an important step in the right direction. Two relevant aspects that it is worth to refer here: on one side, the Week showed that it can take advantage of the digital space as a mean to shorten the distance among its members and between them and their local communities; on the other hand, this year edition highlighted the potential of this initiative to open itself to the participation of organisations coming from outside the network and from different latitudes (e.g. the case of Mexico).

For all these reasons, we expect 2021 to be a year of continuity, allowing the NSC and the Network to strengthen their efforts regarding an ongoing process of digital transformation, in order to improve the tools available in their campaigning toolbox. It will also be a year of increasing cooperation among the members of the Network, especially through the implementation of joint activities. This coordinated approach within the network and with the NSC secretariat will be reinforced through the constitution of suggested interested groups. Last but not the least, it will be an opportunity to attract more interest from potential partners and to increase the breath of the Network itself, in order to enhance its effort at the advocacy level.