

Global Education Week

Info Pack



iLEGEND III
Intercultural Learning Exchange through
Global Education, Networking and Dialogue



Co-funded
by the European Union



Co-funded and implemented
by the Council of Europe

Why be part of the Global Education Week 2024?

Over 300 000 participants yearly join in the Global Education Week, involving thousands of activities around Global Citizenship Education, Sustainable Development Goals and everyone's co-responsibility to achieve them. The Global Education Week is organised by "iLEGEND III, Intercultural Learning Exchange through Global Education, Networking and Dialogue", a joint project co-funded by the European Union and the Council of Europe and implemented by the North-South Centre of the Council of Europe.

The Global Education Week is a unique campaign that sparks civic engagement in favour of solidarity to contribute to a more sustainable and equitable world. It is an international event for policymakers, teachers, educators, students, and learners to come together and address global challenges through local actions. This campaign takes place annually in November since 1999, this year from **18 to 24 November**, offering limitless opportunities for organising events or participating in others', aiming to develop learning communities for active global citizenship.

The motto for this 2024 edition is "**Connected People for an Inclusive Planet**"

[Read the Concept Note](#) ←



By participating in the Global Education Week you can:

- **Learn:** Discover new perspectives on global challenges and how to address them.
- **Connect:** Network with like-minded individuals and organisations from around the world.
- **Act:** Take concrete steps towards creating a more sustainable and equitable future.
- **Inspire:** Empower others to become global citizens and advocate for change.

Why is it important?

- **Impact:** Collective awareness action can lead to significant change in favour of Global education recognition.
- **Empowerment:** Participants develop the skills and knowledge needed to be agents of change.
- **Community:** It fosters a sense of global community and solidarity.

The 2024 Global Education Week is an inclusive initiative inviting everyone to celebrate global education as a tool to (re)connect people for an inclusive planet.

JOIN US!

What should be known about campaign participation?

Introduction

Any participant and event organiser in the context of the Global Education Week is invited to adhere to the guidelines outlined, as they play an important role in ensuring that the Global Education Week garners significant attention and effectively advocates for Global Education at the international level.

Implementation

The campaign is coordinated by the [North-South Centre of the Council of Europe](#) (NSC), and nationally implemented by the [Global Education Network](#). The NSC provides the Concept Note, communication material and a webpage containing information on the participating countries and their national platforms, including joint activities (activities organised by several countries). The Global Education Network contributes to the campaign by disseminating the information at national level, providing platforms for more information.

Code of Conduct for Communication

All participants in events and organisers must follow national laws and international standards and principles for the protection of human dignity, with the following responsibilities:

- Act in a way that does not harm or threaten the physical or mental well-being of others.
- Maintain an environment of civility, honesty, equality, solidarity, dignity, and respect.
- Consider and respect the perspectives and ideas of others, even if you disagree with them.
- Protect the privacy of others' personal information.

If you organise an event or if you take part in an event in the context of Global Education Week:

- Avoid patronizing, stereotyping, or sensationalizing. Promote cooperation and understanding across people and generations.
- Respect non-discrimination: Communicate in a way that ensures everyone feels safe and included.
- Recognize each person as a rights holder: Respect their dignity, individuality, and privacy.
- Do not share images, videos, or personal data of others publicly — especially children and their parents/guardians — without their consent.
- Allow individuals to tell their own stories.
- Adhere to the highest human rights standards.

Visibility of events

The following guidelines refer to organising events as part of the Global Education Week, and related visibility requirements concerning visual and written material.

1. Contact your national coordinator

They may provide you with a form to collect information on different events taking place at national level. This information may appear on the webpage.

www.coe.int/gew

2. Promote your event using the official visuals of the campaign

There are templates available for websites (banners, cover images) and social media ([Facebook](#), [X](#), [LinkedIn](#), [Instagram](#), [TikTok](#)). A [poster](#) is also available for print.

3. Use the appropriate disclaimer

All communication material should display the following acknowledgement:

“The event is organised in the context of the Global Education Week campaign of the iLEGEND III Joint programme of the European Union and the Council of Europe: co-funded by the European Union and the Council of Europe and implemented by the North-South Centre of the Council of Europe”.

When pertinent:

The activity “name of the activity” is organised and funded by “name of your organisation”.

4. Use the appropriate acknowledgement

The following disclaimer should be added on communication material about events organised as part of the Global Education Week:

“The activities organised in the framework of the Global Education Week are the sole responsibility of the “name of your organisation” and do not necessarily reflect the views of the European Union or the Council of Europe.”

“The translation of the original material is not official”.

5. Use tags on social media

When you promote your event on Facebook, don't forget to use the following hashtags in all platforms:

- #GlobalEducationWeek
- #EUDEARProgramme
- #GEW2024
- #iLEGEND

And handles:

- @NSCENTRE on Twitter and FB
- @GlobalEducationNetworkers and @capacity4dev.eu on FB only

6. Use photos

It is recommended to showcase the event with high-quality images. For the NSC to use those images, make sure participants have signed media consent forms before publishing a picture ([available here](#)). If obtaining signed forms from participants is not possible, group pictures where individuals cannot be recognised can be utilised instead.

7. Report on the successes

After the event, the Global Education Network distributes an evaluation form to the event organisers to collect and disseminate quantitative and qualitative information about the outreach of the Global Education Week. (see the indicators p. 8)

What type of activities can be implemented?

The campaign is decentralised: everyone is welcomed to actively contribute by either replicating activities from elsewhere or creating new ones.

Please find below some ideas of activities to be implemented:

- **Environmental Education:** Educators and students can emphasise the importance of environmental education, highlighting the need for sustainable practices, conservation, the protection of natural resources, and the link between human rights and environment. This can include activities such as nature walks, recycling programs, and discussions on climate change and human rights.
- **Sustainability Education:** Educators and students can emphasise the importance of teaching for sustainable development, addressing youth participation, gender equality, racism and intolerance, freedom of expression, integrating perspectives from other cultures, collective responsibility, and solidarity to interdependence and global education as a tool to (re-)connect people for an inclusive planet.
- **Sustainable protect the planet and people.** Schools can organise presentations, debates that focus on understanding different cultures, addressing global.
- **Development Goals:** The Sustainable Development Goals, established by the United Nations, provide a framework for creating a sustainable and peaceful world. Global Education Week can serve as an opportunity to explore the SDGs and provide information about the importance of achieving them. Making the link between global issue and local action can be done through series of activities such as sharing of knowledge, experiences, and resources between different communities facing similar global challenges. This can include hosting conferences, online forums, or networking events to connect individuals and organisations working towards common goals.
- **Democratic culture:** Education policy makers and practitioners in all sectors of education systems can use the [The Reference Framework of Competences for Democratic Culture \(RFCDC\)](#) to equip young people with all of the competences that are needed to take action to defend and promote human rights, democracy and the rule of law, to participate effectively in a culture of democracy, and to live peacefully together with others in culturally diverse societies.

- **Global Citizenship:** Encouraging global citizenship helps each of us to recognise our responsibilities as global citizens. It promotes a sense of interconnectedness with people from different cultures and backgrounds. Activities can include cultural festivals and talks on global issues and our collective responsibility to solve them. It can be about promoting interactions among communities in the same city, organising a lunch with migrants and refugees...
- **Community engagement:** Global Education Week can be the occasion to involve the local community in efforts towards interconnected people and environmental sustainability. This can include organising campaigns, tree planting activities, or partnering with local organisations working towards environmental conservation and human rights.

If you need further inspiration, you can consult the webpages of previous editions:

- [Global Education Week 2023](#)
- [Global Education Week 2022](#)
- [Global Education Week 2021](#)

How to support Global Education promotion?

You can use a series of posts with key messages that have been prepared to promote Global Education Week on your social media.

Key messages visuals templates are available [here](#)

Did you know that...

Global education fosters active citizenship, equipping individuals with the knowledge and tools to take action on global challenges?



Join the Global Education Week 2024!

Did you know that...

Global education helps individuals understand the connections between local communities and global issues?



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Did you know that...

Global education enhances people's critical thinking skills, enabling them to question, analyse, and better understand the complexities of the world?

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Did you know that...

Global education includes non-formal education approaches, helping to engage with global issues in practical and meaningful ways?

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What kind of indicators can measure the events' outcomes?

If you organise an event, please keep in mind that the following information will be requested:

- Total number of participants
- Type of activities (e.g., campaign, seminar, workshop, exhibition, teacher training, pedagogical programmes)
- Online or in-person format
- Main topic of the activity
- Main target group
- Digital engagement (e.g., website visits, social media interactions)

Don't forget to follow the events online and other campaigns. Connect with us at:

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- www.nscentre.org
 - www.coe.int/gew
 - [Facebook](#)
 - [Facebook](#)
 - [North-South Centre of the Council of Europe \(@NSCentre\) / X](#)

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