

## ABOUT THE 100 MILLION CAMPAIGN



The 100 Million campaign is a call to action for a world where all young people are free, safe and educated.

We support young people to mobilise to end violence against children, eradicate child labour, and ensure education, breaking the cycles of illiteracy, poverty and violence for good.



Inspired by the strength and impact of former child slaves who have now become successful activists and rescuers themselves, 100 Million supports and empowers youth mobilisation, and aims to increase global compassion and understanding. We believe this will create a world where all young people are safe and learning in school not earning to survive.



We know that achieving real, sustainable change needs commitment and collective power. We also know that it needs to start at the grassroots. That's why we support young people in schools, universities and communities to organise together in local youth-led groups.

From Delhi to Lima, Tokyo to Monrovia, thousands of young people are refusing to accept injustice and have already committed to ongoing action.

Whether you are a school, university, national, regional or global union, you can start a campaign group. We hope that taking part in the Rallies for Every Child will be a strong first step!

By taking part, you will join an active, supported network of young activists across the world. You will have exclusive access to action resources, training opportunities and be invited to join exciting moments of global connection throughout the year.

Local groups advocate and raise awareness for the policy changes needed to help change the world one community at a time. You will be able to help strengthen the reach and impact of your work and be part of a global movement for justice. See our website or contact our lead for Youth Activism, Georgia Potton, [georgia@100million.org](mailto:georgia@100million.org), to find out more.

# WHEN WILL EVERY CHILD HAVE JUSTICE?



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## 2019 TOOLKIT FOR ACTION

On October 17<sup>th</sup> 2019, young people around the world will be launching a new, global action to ask:

# WHEN WILL **EVERY CHILD** HAVE JUSTICE?

*“Overcoming poverty is not a gesture of charity. It is an act of justice. It is the protection of a fundamental human right, the right to dignity and a decent life.”* NELSON MANDELA

On the day that the world marks the International Day for the Eradication of Poverty, we are standing together to remind decision-makers, and each other, that hundreds of millions of children are still denied their most basic human rights, and urge them to act.

Globally, we have enough money and knowledge to ensure every child is free, safe and educated. World leaders have been promising these rights for over 70 years – and as recently as 2015, they committed to deliver the Sustainable Development Goals. But governments are not moving fast enough to meet their own commitments. They are **failing to deliver justice** for every child.

- At current rates, there is no way child labour will be eradicated by 2025. Instead, projections suggest there will still be **121 million children in child labour**.
- **One quarter of adolescents is expected to be out of school by 2030**, with the number of out-of-school children projected to be 225 million - similar to the numbers today.
- **142 million children** continue to live in areas with high intensity conflicts, putting them at heightened risk of severe abuses, including sexual violence and child soldier recruitment.

This is not inevitable: it is a political choice. Millions of children and young people are paying the price for government inaction, living and dying in extreme poverty without access to their rights. And that is why we will be asking “when will every child have justice” until decision-makers act.



## WHAT IS HAPPENING?

Young people have a long and proud history of questioning power, and of refusing to give in until justice is achieved. Inspired by youth-led campaigns such as March for Our Lives, Fees Must Fall and Fridays for Future, student and youth activists from across the world met in Ghana, June 2019, and decided to join forces and stand together on the following dates to demand every child has justice.

We invite you to join us and work with others in your school, college, university or community to loudly and boldly ask the question “**when will every child have justice?**” by creating an **iconic protest banner**. The 100 Million campaign will share ideas and information to help you create something loud and impactful.

Starting on the **17<sup>th</sup> October** we will begin reveal our banners in **Rallies for Every Child**. Taking place in communities, colleges and schools across the world, each rally will unite as a global cry for the rights of every child to be **free, safe and educated**.

To ensure our question is answered by those with the power to secure change, we will also be asking you to meet your decision-makers on **International Human Rights Day, 10<sup>th</sup> December**, to demand action.

## WHY?

An answer to our question is long overdue. In a world where nationalism, intolerance and division are increasing in our political and social environments, by coming together for the rights of the most vulnerable, exploited members of our society we are choosing to focus instead on what connects us: values of fairness, equality, and justice, especially for children.

With the largest population of young people the world has ever seen, who are still largely unrepresented in local, national and global decision-making spaces, it is time to follow youth leadership for a better world.

# WILL YOU JOIN US?



## WHY FIGHT FOR JUSTICE FOR EVERY CHILD?

In almost every country, there are children who already enjoy their rights, proving that **it is possible to ensure freedom, safety, and education**. But hundreds of millions of children and young people are denied these rights by a lack of action to end extreme child exploitation and exclusion – a failure of our local and national governments, companies, and the global community. This political choice is significantly limiting their ability to escape multidimensional poverty, perpetuating exclusion and deepening inequality. This is a huge injustice, and we know our communities and countries could change for the better if **every child's rights** to education, freedom, and safety are realised.

History shows us that any major breakthrough for the rights of the excluded is led by pressure from those who are most impacted. The 100 Million campaign believes that children and young people have unrivalled power in demanding their rights – history has repeatedly proven this.

For decades, promises have been made to children and young people which have never been kept. Every year, our governments are supposed to report to their citizens on the progress they are making on the Sustainable Development Goals – and even as recently as June 2019, the overwhelming message they are sending is one of failure. This is unacceptable. It is time for us to demand, loudly and clearly: **when will every child have justice?**



**1 IN 10 CHILDREN WAKES UP EVERY DAY TO GO TO WORK, NOT SCHOOL.**

**SOME CHILD LABOURERS ARE AS YOUNG AS FIVE YEARS OLD.**

**50 MILLION CHILDREN ARE FLEEING FROM CONFLICT OR CLIMATE DISASTER, 10 MILLION CHILDREN ARE TRAFFICKING VICTIMS, & EVERY DAY 33,000 GIRLS BECOME CHILD BRIDES.**



**EDUCATION HAS THE POWER TO CHANGE LIVES, BUT FOR EVERY 6 CHILDREN WHO WENT TO SCHOOL TODAY, THERE IS 1 CHILD WHO MAY NEVER SEE THE INSIDE OF A CLASSROOM.**

## HOW WILL I MAKE A DIFFERENCE?

The scale of the issues being tackled by the campaign can be daunting, and it's natural to think “how will my efforts make a difference?”. The answer is to tackle them community by community, and when added together, our collective efforts can make a huge national or even global difference.

In most countries, **children who are denied their basic rights are often living in the same communities as children and young people who are not** – maybe they live within 5 minutes walk away from each other, or in different areas of town. It is very likely that **the people who can change laws or how the public budget is spent also live in the same community**, and they are supposed to represent EVERY child. This means that when you are making your demands, you will make them to YOUR representative, usually for children living in YOUR community.

Even in wealthy communities, there may still be children who are excluded from justice, and you can also make demands of your local representatives to change national, or international, policies to focus on the rights of children who are victims of violence, child labourers, and children who are out of school. 100 Million campaign activists have already seen success by doing this, in countries from Sweden to India to Peru.

## POWER OF YOUTH ACTIVISM

Young people have been at the forefront of some of the most pivotal and crucial fights for human rights. Whether opposing military dictatorships in Latin America, the anti-apartheid movement, or uniting today in the urgency for climate justice, young people in and out of education have demonstrated their power over and over again.

Often unsatisfied with ‘business as usual’, especially when this involves the exploitation and exclusion of the most vulnerable, young people have a long history of expressing discontent in creative and striking ways. Whether using art, music, civil disobedience or tech, young people have made themselves, and their demands, impossible to ignore.

**We're calling upon this anger, creativity and determination for change once again to unite, standing shoulder to shoulder with those most affected by these injustices, to demand every child has access to their basic rights.**

Raising our united voice for justice, in solidarity and in friendship, can have the power to effect change, community by community. This power can change the world if we all shout loud enough – leaving our leaders no excuses not to deliver the rights of every child.



## WHY AN EVERY CHILD RALLY?

Many iconic and powerful movements and groups have used rallies as a mobilisation tactic to ensure their voices are heard.

Rallies, often coming at the end of a physical march, create space for all those who support the cause to gather and demand change. They have a deeply political legacy and often take place in, or outside, spaces that represent their target, such as outside the Parliament, a ministry or company headquarters.

They are an opportunity to flip the narrative of power and amplify the voices of those with lived experience of injustice and activists who support their fight for rights.

They can also be spaces of creativity, excitement and joy as well as anger and passion. Rallies have often included fiery speeches to act alongside poetry, music and dance.

Every Child rallies, starting on 17<sup>th</sup> October 2019, are therefore not only advocacy moments, but community-building events, to imagine, even temporarily, the world you want to see, standing together with those in your community who share your vision for justice.



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# WHEN IS EVERYTHING HAPPENING?

LET US KNOW YOU'RE TAKING PART AND RECEIVE MORE IDEAS AND UPDATES  
FROM ACTION AROUND THE WORLD: [WWW.100MILLION.ORG/ACTION](http://WWW.100MILLION.ORG/ACTION)

## NOW – OCTOBER 17<sup>TH</sup>

- Learn about the issues using our Issue Briefs
- Find out about injustices in your community
- Get your friends, school, college or community involved!
- Decide what injustices you want to highlight
- Start making your banner together
- Decide where you will be holding your rally
- Invite the media and work out how to make your rally heard
- Get as many people to join as you can!

## 17 OCTOBER 2019: LAUNCH OF EVERY CHILD RALLIES!

## NOVEMBER – DECEMBER 10<sup>TH</sup>

- Contact your local government representative to confirm your meeting on 10 December
- Hold more rallies in public to get your message heard
- Invite the media
- Prepare your questions for your representative
- Make sure you take your banner with you

## 10 DECEMBER 2019: MEET YOUR REPRESENTATIVE!

## 2020: KEEP TRACK OF COMMITMENTS MADE

- The strength in lobbying decision-makers to take action lies in the follow up!
- You can start a group that sustains the pressure, encourage all those who joined you in making the banner, holding the rally or at the meeting with decision-makers to be part of it
- You can use the Every Child Community Charter to unite your aims with other groups across the world, check out the last page to find out more

KEEP US POSTED AT EVERY STAGE WITH PHOTOS, QUOTES AND VIDEO BY  
USING [#FreeSafeEducated](https://www.100million.org/action) ON ALL SOCIAL MEDIA PLATFORMS AND WE  
CAN SHARE YOUR ACTION GLOBALLY.

# CREATING YOUR BANNER

A fundamental part of any public campaign action is the protest banner. There is no simpler, louder way to get across a demand than putting it on as big a banner as you can. A clear banner enables you to put your demand in front of the people who can deliver, and can widen awareness of your work in the vicinity of wherever you can hang it, and in images which can be shared with the press and social media. Banners are also portable – so you can make your demand in as many places as can make a difference to your cause.

## THINK BIG!

When creating your banner we encourage you to make something that takes up as much space as possible. It is a blank canvas for you to ensure your question, and the injustices you're highlighting, are seen by as many people as possible. For too long those with the political power to end the extreme exploitation of the most vulnerable children have failed to act; this is a visual opportunity to remind them, and your community, that it is time to deliver the rights of every child.

For inspiration look at the examples of large-scale banners below, and find some of our own creation ideas on the next page.



From top left: Local branch of National Education Association in the US; student demo to prevent school closure in Australia; Reclaim in the City in South Africa; and protest in Washington.

## GET CREATIVE!

- Get a group of people together to help – they can be your friends, or you can advertise in your community to get different people interested in taking part in the campaign. If you can, try and reach out to groups or organisations who represent or work with children and young people affected by the injustice you're campaigning to end and see if they would like to be involved too.
- Use whatever materials you have to hand – you don't have to get something printed! Think BIG, like an old or a cheap bedsheet, or material which has been donated and stitched together.
- The message must be big enough to be read – particularly if you are holding your rally in front of a public building, or want the press to take pictures. Make sure the pens or paint you use are waterproof!

## YOUR DEMANDS

Asking the question 'when will every child have justice' should be the central part of the banner, in order for the question to be heard loudly and clearly across the world. Locally, there will be specific demands you will want to make – for example, is child labour rife in your community? Are there enough schools for every child?

Or do you live in an area where your local representative has a national level responsibility – such as a Minister for Finance or Education? To help you think about your local demands, below are the key messages for the campaign (the **red** bubbles), as well as ideas on how you can make these demands relevant to your local area and decision-maker (the **black** bubbles).





# EVERY CHILD RALLIES: LAUNCHING ON 17 OCTOBER

## RALLY CHECKLIST

- Decide the **best location** for your rally.
- Invite **people to join**.
- Make sure your question is **big and loud**.
- Invite the **press**.
- Post on **social media** – our hashtag is **#FreeSafeEducated**



Now that you have your banner – how can you ask the question in the **loudest and biggest** way possible?

1. **Reach out to get as many people involved as possible.** The people that helped you make the banner will be a starting point, so ask them to get their friends involved. You can also start an event on Facebook or other social media, ask other classes or departments in your school or college to advertise it, or put posters up around your community
2. **Amplify the message!** Not everyone will have had the chance to help make the banner, so those who want to join can make additional banners, placards or posters for the rally. If you're planning to do speeches or chants, and have reached out to marginalised groups or individuals, ensure, if they want it and feel comfortable, they have the largest platform and visible leadership on the day.
3. **If people can't join you on the day**, you can ask people who are interested to make something and post it to social media, or to share the images from your rally on social media. That will be great to demonstrate how many people care about this issue when you meet your decision-maker on 10 December.
4. **Use the media.** Invite the press, take LOTS of pictures of the rally, and post these on social media. If the press does not attend, you can still share pictures with them as great visuals are likely to get them interested in publishing a story and following your next steps.
5. **Where is the best location** for your rally to be seen by the people who can act on your demands (local decision-makers and community leaders) and people who can help make your message heard (the public and the press)? For example:

- **LOCAL GOVERNMENT OFFICES**
- **TOWN HALL**
- **PUBLIC SQUARE**
- **OUTSIDE YOUR SCHOOL OR COLLEGE**
- **IN FRONT OF A COMMUNITY CENTRE**
- **IN FRONT OF A WELL-KNOWN LANDMARK**

## GET READY FOR 10 DECEMBER

The Every Child Rally is a way to start the conversation in public and with your decision-makers. You can keep on asking the question by holding regular rallies between 17 October and 10 December, maybe moving to different locations around your community to make sure everyone sees and hears your question.

The 100 Million campaign is all about ensuring **real change**. We need to directly challenge representatives on what *they* will do to end the exploitation of children. Every young person has a right to put this question to their decision-maker – regardless of your age. On 10 December, International Human Rights Day, we're aiming to get decision-makers all around the world talking to young people in their communities and giving you clear answers to the question "when will every child have justice?"

## OCTOBER-NOVEMBER CHECKLIST

**Write to your decision-maker(s) and request a meeting:** this can be done in their office, or in the national parliament or in your community, if you're inviting several decision-makers.

**Keep it big!** Make sure you are clear about how many of your group will join the meeting.

**Prepare!** Research what your national policies are on your demands, and what your representative has done on these issues.



# INTERNATIONAL HUMAN RIGHTS DAY: 10 DECEMBER

10 December is the day we're asking for concrete action from our decision-makers to ensure every child is free, safe, and educated. There are lots of different ways you can ask for this. Whatever your meeting looks like, as with the banner creation and rally, try to ensure, where possible, the inclusion of members from the most marginalised communities, or their representatives.

**Youth-led session:** Your group can present your demand to your decision-maker, along with any research you've prepared, images from your Every Child Rally, and the responses you've had to your campaign so far. Ask them to respond to your presentation and ask for their specific, personal commitments to ensuring that all young people are free, safe, and educated.

**Panel discussion:** Invite your decision-maker to speak on youth rights, democracy and political activism alongside a panel of students and staff. This would work particularly well if you have invited more than one decision-maker to meet you. Make sure to ask about their commitments to ensuring every young person in their constituency has access to justice and community services.

**Rally for Every Child:** Can you invite your decision-maker to join part of your rally? Or maybe you could host another rally with the decision-maker? You could stop at different places that symbolise different barriers, or visualise youth rights issues on placards, and ask your representative for their commitments to address these challenges.

## 10 DECEMBER CHECKLIST

- Be clear about the **format** in advance.
- **Prepare** your research and questions. You can use the **Every Child Community Charter** to help shape your demands. Find out more on the last page.
- Ask for **specific commitments** – including how they will finance them.
- **Record the commitment** in a written pledge, or by having someone take minutes, or by filming the meeting if possible.
- **Publicise the commitment** using social media & press releases.

# DECEMBER 2019 TO 2020: MAKE SURE IT HAPPENS!

Making sure change happens is not usually a fast process, and it takes sustained pressure from citizens to ensure decision-makers act on their commitments.

If you get clear commitments from your decision-maker – great! Celebrate your achievement and make sure **EVERYONE** knows, because the more people who know, the more pressure you can maintain on the decision-maker to make sure it happens in practice.

You should send a thank you letter and make a plan to follow-up with your decision-maker – with regular calls or meetings with them, subscribing to any mailing lists they have, and maintaining your research on the issue online to see if there is any news.

If you do **NOT** get a clear commitment, or if progress is too slow, keep up the pressure. You can do this by continuing to hold rallies and other forms of protest, and requesting follow-up meetings – as well as reporting this on social media and to the press.

## 2020 FOLLOW-UP CHECKLIST

- **Make a plan to follow-up.** Members of your campaign group can take on different responsibilities (liaison with the decision-maker, research, keeping up the profile of the campaign on social media).
- **Set deadlines for checking in.** The question you asked was **WHEN** will there be justice – so agree timely updates with your decision-maker.
- **Keep everyone informed.** You will have inspired many people to support your campaign, and they will all care about what happens next, so keep them in the loop!



100 Million activists meeting with decision-makers in (from left) Brazil, Jordan, Ghana and Germany.

# EVERY CHILD COMMUNITY CHARTER

The 100 Million campaign is supporting young activists with tools and ideas to help bring about change. One of the central tools is the Every Child Community Charter.

An Every Child Community is defined as an area, such as a village, town, or district, where the local authorities and people in the community have agreed to work together to end exclusion and transform their communities to deliver the rights to freedom, safety and education to every child.

A charter is a formal statement usually issued by a government, or by communities or organisations, which describes the rights of their citizens or their members. The Every Child Community Charter describes the rights which need to be guaranteed to all children in a community to ensure that every child is free, safe, and educated.

The Every Child Community Charter was written with input from youth activists from all around the world who are already working to realise the rights of the most marginalised children in their communities. It is also based on the Bal Mitra Gram (Child-Friendly Village) model set up by Nobel Peace Laureate and 100 Million campaign co-founder, Kailash Satyarthi.

Although the charter might seem ambitious, it is in fact a reflection of commitments which have already been promised by governments – they're just not being delivered for every child. And you already have the right to demand that your government delivers them!

## HOW TO USE THE EVERY CHILD COMMUNITY CHARTER

The charter below is a global template, and local campaign groups are encouraged to adapt it and add wording or commitments which tackle the specific barriers faced by the most marginalised young people in your own community. This will capture the attention of your decision-maker and make them more likely to act – you could introduce it to your decision-maker by using it as a policy brief on 10 December.

We hope that the parts in **bold** can stay the same, as these refer to global principles and ensure unity across communities wherever they are in the world – and they also reflect many commitments which have already been made by governments to deliver universal rights and to leave no child behind.

Because they are based on existing commitments, a starting point could be using the charter as a check-list to see where your decision-makers are failing in your community. Discussing this with as many young people who are marginalised in your community as you can is an important step.

Remember, you don't need to push for all the targets at once, but by using the Community Charter you can remind decision-makers that your specific demand sits within a wider framework of justice. Once your local community has agreed the Charter, you can then use it to hold authorities accountable for delivering their promises so that every child in your community – and in every community – is finally included and has access to their rights.

## THE EVERY CHILD COMMUNITY CHARTER

An Every Child Community commits to ensuring that all children and young people can overcome exclusion and exploitation. This Charter sets out the rights of children in communities and proposes twelve principles or guarantees to deliver these rights.

### **Every child in our community will be liberated from child labour and FREE:**

1. **We will eliminate child labour, trafficking, and slavery in our community, and report any violations to the police and relevant authorities.** We demand that these authorities take appropriate action immediately and any justice procedures are conducted swiftly.
2. **We will end extreme poverty in our community by supporting families facing this injustice.** We demand the government shares national wealth fairly and introduces a basic income, or cash transfers, so that families are not forced to send their children to work to survive.
3. **No businesses or organisations in our community will use child labour and slavery.** We demand decent working conditions and a living wage for adults, so that poverty wages or insecure jobs do not force children into work.

### **Every child in our community will be protected from harm, liberated from violence and SAFE:**

4. **We will end all violence against children in our community and report any violations.** We demand child-sensitive support services and timely justice procedures, without discrimination, so children are not prevented from or scared to report violence.
5. **There will be no child marriage in our community.** We demand perpetrators are brought to justice and institutions that enable child marriage are legally prevented from doing so or closed.
6. **We will support all children living in our community who have suffered violence including those affected by conflict, climate disaster and exploitation.** We demand the urgent protection and rehabilitation of children to ensure their basic needs are met, and that they are supported to recover from any trauma and welcomed by our community.

### **Every child in our community will be liberated through EDUCATION:**

7. **We will ensure every boy and girl in our community goes to, and finishes, primary and secondary school.** We demand the government funds quality and compulsory public schools which are free, inclusive and staffed by trained, well-supported teachers.

8. **We will end discrimination and remove all barriers to children attending school in our community.** We demand policies from our government which tackle any poverty- or sanitation-related issues, and which end violence within, or on the way to, school.
9. **We will ensure all children and young people understand their rights and are empowered to advocate for themselves and their peers.** We request schools and the education ministry to support our community effort by adopting human rights education in schools into the curriculum or extra-curricular activities.

### **Every child in our community will be INCLUDED:**

10. **We promise that our commitments will target the most excluded children in our community and focus on the realisation of their rights.** We demand the prioritisation of children and young people who are most affected by injustice. This includes those who are:
  - a) facing systemic discrimination based on their ethnicity, language, gender inequality sexual orientation, faith, race, caste or disability;
  - b) living in extreme poverty, rural communities, and disaster- or conflict-affected areas; and
  - c) all children on the move including those fleeing violence, disasters, conflict, and extreme poverty.

### **Every child in our community will have access to services which are SUPPORTED:**

11. **We commit to ending exclusion for good through increased, sustainable public resources to deliver this charter.** We demand that companies pay their fair share of taxes and our government to stop offering harmful tax breaks.

### **Everyone in our community will be ACCOUNTABLE:**

12. **We commit to delivering this charter and will be held accountable by children and young people in our community.** We will form a representative group comprising children and young people, parents, teachers, local authorities, and employers to review our progress every six months and report back to everyone in our community.

**These principles have been agreed by the following authorities on behalf of the community of:**

**Signed:** \_\_\_\_\_