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Public engagement and mobilization workstream

(as of 13 September 2022)

Education will only be fully transformed and accessible to all when a national, regional and global movement for education so demands it. That is why one of the key objectives of the Transforming Education Summit 2022 is that of achieving greater public engagement and mobilization around transforming education. As part of the Summit preparatory process, the Public Engagement and mobilization workstream sought to widen and democratize dialogue around education and to grow a global movement for transforming education.

Stakeholders Consultations

Youth, students, teachers, civil society, the private sector, and a range of other actors were regularly informed and consulted through Stakeholders Consultations co-chaired by Ms. Stefania Giannini, UNESCO Assistant Director-General for Education and Mr. Leonardo Garnier, Special Advisor to the Secretary-General for the 2022 Transforming Education Summit.

Two Stakeholders Consultations held in April and May 2022 were attended by several hundred participants. Thematic Action Track's public consultations in May and June 2022 offered further opportunities for stakeholders to engage on specific thematic areas. Stakeholders were also consulted through their participation in the Summit Advisory Committee.

Youth Engagement & Youth Declaration

At the heart of the Transforming Education Summit is the active engagement of young people in the commitment to transform education. The Summit's Youth Group, composed of youth representatives from the Summit Advisory Committee and members of the SDG4 Youth network, actively contributed to the meaningful engagement of youth throughout the Summit process and to the design and delivery of the Pre-Summit Youth Forum in Paris and Summit Youth-led Mobilization Day in New York.

The Youth Forum, held at UNESCO Headquarters in Paris as part of the Pre-Summit in June 2022, brought together various youth and student groups, political leaders, civil society and private sector actors, to ensure critical intergenerational dialogues on all those education issues most relevant for young people. Close to 2,000 people attended the Pre-Summit altogether.

The Youth Declaration is a first-of-its-kind document presenting the collective vision, demands, and commitments from youth on transforming education. Coordinated by the Office of the Secretary-General's Envoy on Youth together with the Transforming Education Summit Secretariat hosted by UNESCO, the Youth Declaration consultations engaged nearly half a million youth in all their diversity from over 170 countries and all regions through over 20 in-person and online consultations, online surveys and polls, social media campaigns, written inputs, and more.



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The Youth Declaration has been submitted to the Secretary-General of the United Nations as youth's input to his Vision Statement. It will officially be launched on 19 September 2022 at the Summit. The Youth Declaration recommendations will be taken forward beyond the Summit through a youth-led Global Initiative. Youth engagement in the Summit process has been especially supported by the European Union.

Teachers' Engagement

The critical importance of including teachers' voices at all levels of education decision-making, from the classroom to the policy level, and from the pedagogical to the professional and political dimensions of teaching came out strongly throughout the Summit process, and specifically through Thematic Action Track 3 on "Teachers, teaching and the teaching profession". Hundreds of teachers, including members of teacher representative organizations, were part of the consultation process to develop the thematic track's discussion paper, and teachers' voices were featured in events during the Pre-summit, including as part of the Youth Mobilization Day.

A dedicated campaign drawing attention to the key role of teachers in transforming education (#TeachersTransform) is currently running, organized by the International Task Force on Teachers for Education 2030. This campaign is collecting and amplifying the stories and experiences of teachers themselves who are transforming education in various ways, including in relation to pedagogy, climate education and digital transformation.

A key initiative being presented during the Summit Solutions' Day on 17 September is a new global call for enhanced teacher participation in education decision and policymaking, through social dialogue. Ministers, stakeholders and teachers themselves will be coming together to support this call.

Private sector engagement

Drawing from platforms and networks such as the UNESCO Global Education Coalition, Generation Unlimited, the Global Business Coalition for Education, and the UN Global Compact, the Transforming Education Summit provided an opportunity for private sector partners to mobilize greater political ambition, commitments, and actions around education.

The private sector – including private sector companies, foundations, non-profit organizations, civil society organizations and others - have played a key role in the Summit process by mobilizing their networks to rally support and resources. They have served as an important gateway to identify and promote good practices to accelerate education transformation, and they contributed to creating a global movement through their participation in the Summit Mobilization Hub.

A Private Sector Consultation took place in May 2022 and served as a platform to initiate dialogue among various stakeholders. At the Pre-Summit in Paris, the Private Sector Plenary Session allowed the private sector to share perspectives on the transformation of education, and a private sector roundtable during the Pre-Summit provided additional space to align strategies and share solutions. A private sector business lounge was set up during the Pre-Summit to facilitate dialogue between private sector and other stakeholders. Private sector partners will be prominently represented during the Summit in New York.

Summit Knowledge Platform



The Summit Knowledge Platform played a key role in enabling public engagement in the Summit process. The Platform provides tools and resources such as the [Public Engagement Guidelines](#) to guide and engage various audiences. It also offers opportunities to participate in interactive discussions around the Summit's [five Thematic Action Tracks](#) and the [Youth Declaration process](#), as well as to [share good practices](#) and innovative solutions.

A [Youth Engagement page](#) was created on the Knowledge Platform to cater to the specific needs of young people and equip them with the tools and resources to fully engage in the Summit. A dedicated page on the [Youth Declaration](#) helped capture the various inputs submitted by youth and students groups to inform the Declaration. This page now constitutes a unique repository of major youth-led education declarations reports, polls and survey that will be used moving forward to further support youth-led education advocacy.

Finally, a global youth-pitch initiative was launched to capture young people's innovative ideas for transforming education. Numerous youth's creative ideas were submitted between June and September 2022, ranging from ensuring inclusive pedagogy addressing the needs of refugee, disabled and marginalized youth and curriculum to tackle climate action. Selected submissions were featured during the Pre-Summit and submissions will be featured in an online gallery on the Summit Knowledge Platform.

Communications and advocacy

Efforts have been put since early 2022 on producing a communication narrative around the Summit, creating key messages for wide dissemination to a variety of audiences, through a number of means and channels.

In addition to the Knowledge Platform, aimed for a longer life, a multilingual principal website was launched in March, then revamped a month before the summit. It now has over 200,000 page-views and is the go-to place for information on the Summit, human-interest stories and general guidance.

An info-letter, now at its seventh issue, is reaching over 5,000 subscribers among the main education stakeholders worldwide. A YouTube channel was created in June, hosting a wide range of videos, including from partners, on related education subjects and with interviews of leaders, experts and youth. A Trello platform was established to share social media assets and provide guidance for partners. Twitter and LinkedIn accounts have also been created and growing rapidly, with a surge of engagements in June and September.

On the consultation front, in addition to the mobilization hub cited below, communication has set up a smaller decision-making communication mechanism with strategic UN partners at the heart of education and the Summit. Regular briefings and dissemination have also been done through the UN Information Centres, the regional Hubs of Unesco and the DCO network.

Communication has also been very attentive to creating polished branding and design around TES, to give it a unique look and feel of creativity, dynamism and sense of drive and purpose, centered around the central themes of education.

A number of celebrities have also been mobilized and brought their influence to back the Transforming Education drive while a white-labelled youth-led global advocacy campaign, Let Me Learn, was launched



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in early August to push leaders to uphold the right to education everywhere, to make them commit further on transforming education and to hold them even more accountable on their engagements.

Building a global movement

To effectively harness ongoing efforts, planned campaigns and key education moments, a core group of around 40 civil society partners, teachers' organizations, youth groups, United Nations agencies, and private sector actors were invited to form a Summit Mobilization Hub. Participants include the Global Campaign for Education, the Education Commission, Education International, Global Citizen, the Global Partnership for Education, the LEGO Foundation, Plan International, Teach for All, Theirworld, UNICEF, UNESCO, World Vision International, Unlock the Future, the UN Office of the Secretary-General's Envoy on Youth, Project Everyone, Oxfam and others. The objective of this Hub, coordinated by the United Nations Foundation, is to build on existing initiatives, align advocacy efforts, and create a global movement around the Transforming Education Summit.

The mobilization hub has served as a platform to align outreach and advocacy efforts. In particular, it allowed partners to align and support key advocacy moments such as the World's To Do List campaign led by Project Everyone, the World's Largest Lesson at the Pre-Summit in Paris, and the Let Me Learn campaign led by Theirworld and launched in August 2022. The Mobilization Hub has also focused on engaging external networks, including private sector entities like the Business Council for the UN (BCUN) and Communications Corps. The efforts of the Hub will result in a number of key activations on and off UN grounds during the three days of the Summit.

Beyond the Summit

Public engagement will culminate during the Summit engagement days to take place on Friday 16 September 2022 (Mobilization Day) and Saturday 17 September 2022 (Solutions Day) at UN Headquarters. The Summit will also pave the way to continued mobilization to grow a global movement to transform education, drawing on the Summit vision Statement, Youth Declarations, various commitments and calls to action, as well as on ongoing mobilizations such as the Let Me Learn Campaign.

The Global Education Cooperation Mechanism and High-Level Steering Committee for SDG 4 will be responsible for sustaining the political momentum and rallying various partners around a global movement around education beyond the Summit. The SDG 4 Youth network will also play a coordinating role in operationalizing the recommendations of the Youth Declaration through a Global Initiative.