

CALL TO ACTION

THE FIRST INTER-
SCHOOL SOLIDARITY
CHALLENGE ISSUED
BY



CALL TO ACTION

BY



Médecins Sans
Frontières
Luxembourg a.s.b.l.
68, rue de Gasperich
L-1617 Luxembourg

www.msf.lu

INTRODUCTION



*If you are a teacher
and would like to
give your students
the opportunity to
develop a project
that makes sense,
then why not sign
up your class to
the Challenge
CALL TO ACTION
by MSF?*

CALL TO ACTION is **Médecins Sans Frontières'** first inter-school challenge, aimed at high school students in the 12th, 13th, or 14th years at the lycée technique/ 1st or 2nd year(s) at general or traditional secondary schools.

The challenge consists in working in groups to create **a communication medium to raise awareness of a forgotten humanitarian crisis**. This project gives students a great deal of autonomy, since they are free to choose the format of their work and the means of dissemination: **anything is possible**, from creating an exhibition of paintings to performing a play, making a video or even a game, writing a song, organising a public debate or a conference, or producing a TV commercial or podcast, etc.

This project could help students to develop skills such as the use of digital tools and social media for marketing purposes, as well as critical thinking and creativity.

Registration will be performed by teachers on the **msf.lu** website. It is up to the teachers to decide specific internal procedures for their class. Each school can submit a total of **3 projects** to the challenge.

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TOPICS

TWO FORGOTTEN HUMANITARIAN CRISES:

MALARIA,

which causes approximately
500 000 deaths every year.

UNSAFE ABORTIONS,

causing the death of more than
33 000 girls and women every
year, and resulting in injuries or
disabilities for 7 million others.

Although these crises claim millions of victims every year, they are virtually absent from the media. This challenge will allow students to help **Médecins Sans Frontières** to raise the profile of these crises, which is not an easy task.

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STAGE 1/3

- 1.** Teachers who wish their students to take part can register them on the website msf.lu using the online form, by **13 October 2023**.
- 2.** Once the registration has been confirmed, MSF will contact the teacher in order to provide additional information (e.g. the assessment criteria and other guidelines) and agree on a date to present the challenge to the class. MSF will spend two hours (back-to-back hours if possible) with the students to inform them about the activities and values of MSF and the challenge, and to introduce the two topics of the challenge. MSF will also provide the class with the necessary information relating to the two proposed themes. Teachers will be contacted in chronological order of registration.

MSF PRESENTATION, OF THE CHALLENGE AND THE ISSUES INVOLVED

	Description	Educational objective	Media, Equipment
1 st hour	Presentation of Médecins sans frontières: our job, our core values, our history, intervention/ what we do	To introduce MSF to the students and raise their awareness of emergencies, needs and how aid is deployed on the field	Small video, PPT presentation, Kahoot! Equipment: cell phone or tablet, projector and wifi
2 nd hour	Presentation of the challenge and information on the proposed issues	To communicate basic knowledge about medical and humanitarian crises and challenges	PPT Presentation, provision of a small paper file with links and videos. Equipment: projector and wifi

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STAGE 2/3

3. Each school may submit **3 projects** to the challenge on the basis of a presentation file. Guidelines will be provided to the teachers on the mandatory fields to be covered in the file. However, the format of the file will be left to the discretion of the project owner. It should be submitted to MSF by **15 December 2023**, by post or electronically, to the following address:

Médecins Sans Frontières
68 rue de Gasperich
L-1617 Luxembourg
e-mail : education@luxembourg.msf.org
Objet : CALL TO ACTION

Projects will be evaluated according to **three criteria** throughout the process:

THE CONTENT:
information must
be accurate and
relevant. Clichés and
stereotypes should
be avoided wherever
possible.

THE CREATIVITY:
the way in which
the issue is tackled,
as well as how
the project is
disseminated and
communicated.

THE DISSEMINATION:
it is important to
ensure that
the project reaches
as many people as
possible. The issues
surrounding
the forgotten
crisis must be
communicated clearly
and cleverly.

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N.B. the use of
the Médecins sans
Frontières logo is
forbidden, unless
otherwise stated.
The aim is to highlight
the crisis, not the NGO.

STAGE 3/3

- 4.** In mid-January, MSF will inform schools of the 6 chosen projects, following the pre-selection process. Non-selection of a project for the challenge does not prevent students from carrying out their project as part of their school work. However, public broadcasting of the campaign will not be possible, as the final project will not have been reviewed and validated by MSF. The students whose projects have been chosen will then have until the first week of March to complete their creative phase and to describe their communication plan.
- 5.** The project will be presented to a jury during a video call (date to be confirmed), and after the presentation, the jury will select the 3 best projects.
- 6.** These 3 finalists will continue the adventure, and their respective projects will be broadcast, with the aim of reaching the widest possible audience through the distribution channels of their choice (social networks, poster campaign, exhibition at the school or elsewhere...). The advertising campaign will run for 1 month.
- 7.** Key performance indicators (KPI) concerning the means of communication, the number of likes or comments, the number of shares, etc., will all be collected and briefly analysed by the project owner at the end of the month. This will allow MSF to evaluate the project from a factual point of view. MSF will submit the projects to a public vote on its social media, and this vote will account for 20% of the final grade. .
- 8.** The closing evening will take place on 15 May 2024 and the jury, the students, their family and friends and the teachers and representatives of the schools will be invited to discover the results of the challenge. A prize will be awarded to the class of the winners.

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TIMELINE (SUBJECT TO CHANGE)

1

13/10/2023

Registration
deadline

2

By November 2023

MSF will
present to
your class the
challenge and
the 2 forgotten
crises

3

15/12/2023

Submission of
the project file

4

15/01/2024

Announcement
of the 6 pre-
selected
projects

5

mid-March 2024

Presentation
of the projects
and selection
of 3 finalist
projects by
a jury

6

Until mid-April 2024

Dissemination
of the 3 finalist
projects

7

03/05/2024

Submission of a
report detailing
the results
of the
communication
campaign

8

15/05/2024

Awards
ceremony

