Digital Toolkit
Launch Week: September 3 - September 10

**Theme of the Week.** The content of the second week will focus on what can and needs to be done by the global community to protect education from attack.

- @EducationAboveAll_EAA
- @EAA_Foundation
- EducationAboveAll.Org
- @international-day-to-protect-education-from-attack
- http://unitetoprotect.educationaboveall.org
- # UniteToProtect
On September 9, the world will come together to mark the first International Day to Protect Education from Attack. This International Day comes at a time where the world is confronted with an unprecedented global health crisis. Additionally, armed conflicts, forced displacement, climate-change-induced disasters and protracted crises have disrupted the education of 75 million children and youth globally* and that number is growing, exacerbating existing inequalities due to COVID-19.

#UniteToProtect, a Global Campaign to Protect Education from Attack, has been launched with the aim to reduce the impunity for education-related violations of international law, create a strong ethos built on global justice, highlight the crucial need to strengthen mechanisms for the protection of education in private and public agendas, drive top-down and grassroots protection, and ensure uninterrupted access to quality education.

This guide contains daily, social media content and downloadable material to be posted on your social media channels in order to raise awareness of and build momentum for the upcoming International Day and launch of the #UniteToProtect campaign.

All social content in the toolkit can be adapted for different social media channels, and we encourage everyone to share the toolkit with their networks to post on their channels.

*May 2016, “Education Cannot Wait” report by Overseas Development Institute (ODI)
1-The gaps in protection.

We live in a new reality that highlights just how vulnerable education is. Global collaboration is needed to reimagine, adapt and rebuild education systems to become more innovative and resilient. Let’s #UniteToProtect

#Education is under attack and our children cannot depend on words alone. Urgent action is needed to ensure they can access quality education. We must #UniteToProtect and #SaveOurFuture

To #ProtectEducationFromAttack, we need to create understanding and global awareness. Research, advocacy and data gathering are essential to finding sustainable solutions for our children. #UniteToProtect today!

An attack on education today impacts the future of generations to come. Please join us in our global campaign to #ProtectEducationFromAttack. @eaa_foundation @UNICEF @UNESCO @Qatar_fund @savefuturenow
Friday September 4, 2020

2- Accountability measures.

Sustainable peace is based on accountability and the rule of law - with this we can ProtectEducationFromAttack. We are all accountable and have a role to play in advocating for this global cause. Let’s UniteToProtect.

DYK that you can help ProtectEducationFromAttack? Each of us can contribute and protect human rights of youth worldwide. Help us understand your perspective by completing this survey. bit.ly/3gs4JFR

Evidence-based global advocacy lies at the heart of global efforts to protect education, particularly in war and conflict zones. Verified data is key to holding perpetrators of attacks on education accountable when they face prosecution ProtectEducationFromAttack.

Only five days to go until the inaugural International Day to ProtectEducationFromAttack on 9 September. We must UniteToProtect the future of our children to inspire and let them dream big @eaa_foundation @UNICEF @UNESCO @Qatar_fund @savefuturenow.
In order to #ProtectEducationFromAttack, communities need to be informed, empowered and mobilized to take action at all levels of society. We need to #UniteToProtect and #SaveOurFuture.

#DYK that students, parents, teachers and communities that experience the direct impact of #education under attack, are often the least informed on state policies and legal frameworks? We must empower them to #ProtectEducationFromAttack for all.

**3- Grassroots advocacy.**

In order to #ProtectEducationFromAttack, communities need to be informed, empowered and mobilized to take action at all levels of society. We need to #UniteToProtect and #SaveOurFuture.

#DYK that students, parents, teachers and communities that experience the direct impact of #education under attack, are often the least informed on state policies and legal frameworks? We must empower them to #ProtectEducationFromAttack for all.

**Instagram** Only four days to go until the inaugural International Day to #ProtectEducationFromAttack. Students, parents, teachers and community leaders across the world experience the impact of #education under attack every single day. These communities need to be informed and empowered to take action at a grassroots level, and help decision-makers protect the future of our younger generations. @educationaboveall_eaa @UNICEF @UNESCO @Qatar_fund @savefuturenow
Sunday September 6, 2020

4- Transitional Justice must be a priority to ensure global governance and global justice.

Grassroots communities must be mobilized to strengthen accountability mechanisms and create binding obligations that will transform the existing culture of impunity. Through this, we build a larger system of global justice. #UniteToProtect

The future of children worldwide is in serious danger when they can’t access the education they deserve. Perpetrators should be held accountable for their heinous acts via international and national law, strengthened by social and grassroots movements. #ProtectEducationFromAttack

**Instagram** Only three days until the inaugural International Day to #ProtectEducationFromAttack on 9 September. A comprehensive approach towards data gathering, accountability mechanisms and empowered grassroots movements will allow us to help children across the world access the education they desperately need and deserve. @educationaboveall_eaa @UNICEF @UNESCO @Qatar_fund @savefuturenow
5- #Unite to Protect for the International Day to Protect Education from Attack.

We must #UniteToProtect #education across the world. Our children and youth deserve to realise their dreams through quality education opportunities. Join the global campaign now! #ProtectEducationFromAttack 📚

Only two days to go until the inaugural International Day to #ProtectEducationFromAttack on 9 September. Join our global campaign! @eaa_foundation @UNICEF @UNESCO @Qatar_fund @savefuturenow 🌍
Despite our progress, the last 5 years have witnessed over 11,000 attacks on education, with perpetrators rarely held accountable. We must #UniteToProtect our children from these heinous crimes and give them the future they deserve. #ProtectEducationFromAttack

The international community must align efforts in ensuring and prioritising the protection of the #RightToEducation, particularly in situations of conflict and insecurity, for the most marginalised children and youth. #UniteToProtect

**Instagram/Twitter** Tomorrow, the inaugural International Day to #ProtectEducationFromAttack will bring together high-level education experts and advocates to discuss how we can best work together to protect the future of our children. @educationaboveall_eaa / @eaa_foundation @UNICEF @UNESCO @Qatar_fund @savefuturenow
Wednesday September 9, 2020

7- International Day to Protect Education from Attack.

**Instagram** Today is the first International Day to #ProtectEducationFromAttack - a milestone in our efforts to ensure children across the world can benefit from safe, inclusive and equitable quality #education to realise their dreams. Join our global movement and stay tuned to hear from [add handles of high-level participants] on the need to #UniteToProtect 🎁

**Twitter** Today is the first International Day to #ProtectEducationFromAttack - a milestone in our efforts to ensure children across the world can benefit from safe quality #education. Stay tuned to hear from [add handles of high-level participants] on the need to #UniteToProtect 🎁
Yesterday's virtual gathering tackled the path needed to ensure education is a protected and uninterrupted right for all. We have shown that decision-makers are not alone; rights-holders are not alone. We are committed to protecting the world’s learners, and we stay committed to all efforts to #UniteToProtect education from attack.

**Twitter** Yesterday, students, experts, decision-makers and global education advocates virtually gathered to discuss how we can best #UniteToProtect education across the world to safeguard the future of our children.
Please contact UniteToProtect@eaa.org.qa with any questions