GLOBAL EDUCATION MONITORING REPORT

GUIDELINES FOR LAUNCH EVENTS

2020 Global Education Monitoring (GEM) Report
Inclusion and education: All means all
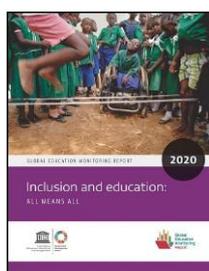
The 2020 Global Education Monitoring (GEM) Report *Inclusion and education: All means all* will be released on 23 June 2020. The GEM Report is looking for partners to organise national launch events – virtual or physical – and help the Report's findings resonate around the world. These guidelines are designed to help partners prepare a successful event.

In this document, you will find:

If you have any questions for the GEM Report about your launch events or suggestions on how to improve the guidelines, please do not hesitate to write to gemevents@unesco.org.

Last updated: 18 June 2020

Introduction to the 2020 GEM Report

The GEM Report is an editorially independent, authoritative, and evidence-based annual report published by UNESCO. Its mandate is to monitor progress towards the education targets in the Sustainable Development Goals (SDGs) framework. Each annual GEM Report analyses a major theme crucial for progress towards SDG 4. The Report is widely recognised as an indispensable advocacy and monitoring tool for ensuring the provision of quality education and lifelong learning for all.

The 2020 GEM Report will launch on **23 June 2020**. It focuses on the theme of inclusion in education, drawing attention to all those excluded from education, because of identity, background or ability. The Report is motivated by the explicit reference to inclusion in the 2015 Incheon Declaration, and the call to *ensure an inclusive and equitable quality education* in the formulation of SDG 4, the global goal for education. It reminds us that, no matter what argument may be built to the contrary, we have a moral imperative to ensure every child has a right to an appropriate education of high quality.

The Report explores the challenges holding us back from achieving inclusion and demonstrates concrete policy examples from countries managing to tackle them with success. These include differing understandings of the word inclusion, lack of teacher support, absence of data on those excluded from education, inappropriate infrastructure, persistence of parallel systems and special schools, lack of political will and community support, untargeted finance, uncoordinated governance, multiple but inconsistent laws, and policies that are not being followed through.

On the day of launch, the GEM Report will also launch a new website, **Profiles Enhancing Education Reviews (PEER)**, Education-Profiles.org, containing every country's laws and policies related to inclusive education. This portal was created to enable more systematic monitoring of inclusive education to feed into the GEM Report research, but also to foster policy dialogue at the regional level with comparative information by country.

The GEM Report and its launch events receive a high degree of attention from policymakers, development partners, the media and the public each year. There were more than 100 events organised around the 2019 GEM Report in 68 countries with more than 12,000 total participants (including 61 Ministers).

Since 2019, the GEM Report has started a series of regional reports to accompany the global report. In 2020, a regional report on inclusion for Latin America and the Caribbean will be launched in October followed by a report for Eurasia in December. *Launch organisers in these regions should consider waiting to organise national launch events until the regional Reports are available.*

SELECTED KEY MESSAGES

1. Identity, background and ability dictate education opportunities.
2. Discrimination, stereotyping and stigmatization mechanisms are similar for all learners at risk of exclusion.

3. Despite progress, many countries still do not collect, report or use data on those left behind.
4. Global figures on learning mask how the most disadvantaged are doing.
5. A key barrier to inclusion in education is the lack of belief that it is possible and desirable.
6. While some countries are transitioning towards inclusion, segregation is still prevalent.
7. Financing needs to target those most in need.
8. Teachers, teaching materials and learning environments often ignore the benefits of embracing diversity.

How to contact us about your proposed event

As a first step, if you are interested in hosting a GEM Report event, please complete the planning form in Word format and send it to gemevents@unesco.org. Upon receipt of your form, the GEM Report team will contact you directly to support your event.

Launch event strategy

OBJECTIVES

Grounded in the evidence-based findings of the GEM Report, the aim of the launch events is to:
1. **Increase awareness** of the Report's messages and recommendations with all multilateral stakeholders working on inclusion in education.
2. **Inform policy dialogue** among key decision-makers at national, regional and global levels on findings found in the 2020 GEM Report and on trends found in the new GEM Report PEER website on inclusive education.
3. **Forge new cross-sectorial partnerships** to tackle cross-cutting disadvantages standing in the way of inclusion. Organisers should invite representatives from multi-sectoral UN Agencies working on inclusion, notably UNICEF, WFP, UNDP and UNHCR.

TARGET AUDIENCE

The GEM Report team aims to reach all multilateral stakeholders working on inclusion, recognising that the issues facing learners with different types of backgrounds or abilities are very different. To give an idea of the broad audience that could be interested specifically in the 2020 GEM Report, alongside the annual focus on monitoring each of the SDG 4 targets, the Report examines the role of the different elements of education systems that can support inclusion, including laws and policies, governance and finance, school curricula, personnel, and infrastructure, and community norms, beliefs, and expectations. It also considers barriers faced by learners with overlapping characteristics that make them particularly vulnerable to exclusion, such as poor girls with disabilities.

FORMAT

Given the ongoing Covid-19 pandemic at the time of writing this document, partners are encouraged to follow their country's guidelines on whether to hold a physical or virtual event. For ideas and guidance on working with online event companies and designing an engaging online event, please contact: gemevents@unesco.org.

Whether virtual or physical, we suggest that national events for the 2020 GEM Report take the form of a video and PowerPoint **presentation** of the Report's key findings and recommendations (both to be provided) with a panel **discussion**. The event could open with a high-level speaker and incorporate a Question & Answer session. If virtual, we suggest that the PowerPoint presentation be presented a few slides at a time, interspersed with reactions and discussion in order to keep it engaging for the audience. An online event could also include short one minute video messages from influential spokespeople to diversify the format. The chat function available in most online event formats could be used to take questions live from people watching. The link to register for the event before its launch, and the link to watch the event again after its launch should be widely promoted on online channels.

If possible given current confinement rules in your country, consider holding a **press conference** the morning of the event. This could include a member of your Ministry of Education who could react to the Report's findings.

All launches should feature representatives from diverse constituencies ensuring that discussions go beyond persons with disabilities to feature voices from across various excluded groups relevant to the country or context: girls/boys, those from remote rural areas, those in poverty, migrants, refugees, IDPs, from ethnic minorities or indigenous peoples, LGBTI populations etc. Parents or teachers of special needs students could discuss their perspective on addressing inclusive education, and what would be necessary for all students to feel included in a mainstream system. If well moderated, events could open with representatives from different excluded groups explaining how discrimination, stigma and stereotypes are felt by them all – a reason for inclusive education to refer more broadly to all groups, no matter their identity, background or ability.

After the formal presentation of the Report, organisers could consider either or both of the following extensions:
- a **debate**, or **workshop** focussing on a few of its key findings and recommendations, and looking in more depth at the country findings in Education-Profiles.org and where there are gaps in laws or policies on inclusive education.
- a second **presentation** around ongoing discussions taking place on **SDG 4 monitoring**.

A sample agenda for an event is available in the Annex section of this document.

Accessibility of events: To the greatest extent possible, all launch events must adhere to physical accessibility, sensory accessibility, and cognitive accessibility guidelines including the incorporation of hearing and visibility aids such as sign language interpretation and large text captioning. A summary version of the Report will be available in braille.

ORGANISATION OF YOUR EVENT

- **Date**: Choose a launch date on or soon after 23 June 2020. Some organisations may select a launch date in conjunction with a relevant date or event on the national

agenda. Launch organisers in Latin America and the Caribbean as well as in the Eurasia regions should consider organising events once the new regional Reports are available in their regions (i.e. after October 2020 for Latin America and the Caribbean and after December 2020 for Eurasia).

- **Partners**: To maximize the impact of the launch, we encourage event organisers to establish partnerships with other important stakeholders. Besides lending their voices to the event, partners could provide in-kind support, for example, by providing venues or catering (if applicable).
- **Invitations**: In 2020, the GEM Report team is piloting the use of the online event platform Eventbrite to administer invitations for launch events for all participants. Once the team receives your completed event planning form, we will share a step-by-step guide on how to use this platform for your event. This will allow the GEM Report to monitor who is attending launch events and follow up with attendees after their participation.
- **Format**: Choose a format for your event relevant to your strategic objective and appropriate given health advice.
- **Concept note**: Draft a concept note and agenda.
- Brief all speakers and provide them with talking points.

Communicating your event

COMMUNICATION MATERIALS

Supporting GEM 2020 communications material will be made available on a launch resources webpage ahead of time. We kindly ask you to respect the material under embargo and the link to this webpage, and not share it with others until after the official launch.

Resources that will be available:
- Graphic design material (logos, templates, banners, etc.)
- GEM Report highlights and key messages (under embargo until the launch date)
- PowerPoint presentation of the 2020 GEM Report in English, French and Spanish
- An electronic press kit (press releases, launch videos, photos, FAQs, etc.)
- Social media pack

If you prefer to produce your own material, we invite you to refer to the Annex in this document entitled 'Guidelines on graphic design'. Please contact the GEM Report Publishing and Brand Specialist (Madeleine Barry at m.barry@unesco.org) if you have any questions.

Please include the GEM Report logo on all publicity, including save the date notices, programmes, banners, etc. Please contact the GEM Report team if you require any assistance.

MEDIA

- Draft a communications and engagement strategy;
- Identify your spokespeople and messages (supporting materials will be accessible from the launch resources webpage as soon as they are available);

- Adapt the 2020 GEM Report messages to your local context and needs;
- Inform and invite local or national media;
- Provide press packs for the media (including a press release and copy of the 2020 Summary). A link to an electronic press kit will be available on the launch resources webpage to be shared under embargo;
- Consider approaching a talkback radio programme to cover the report/launch using one of the high-level speakers as a spokesperson.

Contact the GEM Report Senior Communications & Advocacy Specialist (Kate Redman at k.redman@unesco.org) for any specific media inquiries.

SOCIAL MEDIA

For help at any time: please contact the GEM Report Web and Social Media Manager (Kassiani Lythrangomitis at k.lythrangomitis@unesco.org).

Social media pack: a pack will be made available on our launch resources webpage. We suggest you compile your own packs to share with your partners, as well as with the GEM Report team.

Social media campaign: A campaign pack will be made available on the launch resources webpage for a campaign to be launched by all event organisers prior and during the event. It will call for the public to select the recommendation from the Report that is most relevant in their countries. Launch organisers can consider encouraging local high profile personalities to take part in the campaign to raise the profile of the event and the report.

Strategy: The GEM Report team encourages you to develop a social media plan around your overall communications plan. Consider the most effective social media platforms in your country and region, and focus your outreach on those platforms. Include the Twitter addresses or Facebook/Instagram hashtags relevant to your target audiences and influential partners in your country.

Wherever possible always hyperlink back to the 2020 GEM Report and GEM Report website. Include our Twitter handle (@GEMReport) in your tweets and @Gem Report Unesco in your Facebook posts and use the hashtag #AllMeansALL so that we can support your activity online.

Before the event: Start tweeting and posting on Facebook about the event beforehand to raise awareness and ask colleagues and your networks to do the same. Do not start a Twitter account just for the event. Instead use your country contacts to get the message out. Example tweets could be: "Find out what the new @GEMReport 2020 says about XXX country" or "Your chance to hear what [speaker] has to say on findings from the 2020 @GEMReport & to put your Qs to them. More info: www://XXX" [link to info on your website about the event including location, dates, times, etc.].

Send targeted tweets to people you think would be interested in the event: "@[XXX] we'd love you to come to the launch of the 2020 @GEMReport on [date]. Pls DM your email so we can send invite".

During the event: Make sure the hashtag **#AllMeansALL** is clearly visible throughout the event with the words "Follow the global launches of the GEM Report on Twitter: #AllMeansALL".

An example tweet could be "# [XXcountry] launch event for the @GEMReport #AllMeansALL kicking off now. Watch this space for pics and quotes". If you do not have any social media account, you can email quotes and images to gemevents@unesco.org and we will try to write and post on your behalf.

The best things to disseminate during the event are good photos (see below), quotes from key speakers (try to attribute them in your tweet) and questions such as "New @GEMReport out today – what do you think about the key findings? #AllMeansALL bit.ly/2020gemreport"

Note: Always think about the audience when you release live content. Will the message make sense to someone that has only seen that one? Is it something that most people would find interesting? Are people likely to interact with it (reply, retweet, favourite, share)?

If you would like to stream your event via Facebook Live, you can do so from your Facebook account. Please let us know and we will share the live stream via the GEM Report Facebook page.

PHOTOS

Please send us a few select photos of your event. Make sure you take pictures that are clear and include wide shots of the whole audience. Where possible, try to include some GEM Report branding. Email them to gemevents@unesco.org with captions and the name of the photographer.

Requesting financial support

If you would like to receive financial support for your event, please submit a provisional budget using the launch budget template along with a completed planning form to gemevents@unesco.org. Please note that the average request for financial contribution per physical launch is USD $2,000.

Funds are made available dependent on events meeting the following objectives:
1. **Increase awareness** of the Report's messages and recommendations with all multilateral stakeholders working on inclusion in education. Organisers should:
   o Prepare a press release to advertise their event and the report in the country;
   o Invite relevant and influential journalists to attend;
   o Disseminate elements from the provided GEM report social media pack online; and
   o Consider partnering with an influential organisation who can increase the visibility and impact of the event and Report on launch.
2. **Inform policy dialogue** among key decision-makers at national, regional and global levels on findings found in the 2020 GEM Report and on trends found from the new GEM Report PEER website on inclusive education. With this in mind, organisers should look to invite:

- o Policy makers across different tiers of education, from local to central government, but also across different government departments, who share responsibility for inclusive education;
- o Civil society organisations helping hold the government to account, or providing inclusive education in the country: NGOs, DPOs, and parent and student organisations/youth groups;
- o Teacher networks and unions; and
- o Prominent education academics.

They should also request their country's profile from the GEM Report [PEER website](#) prior to the event, to cross-check its information against their own understanding, and, if necessary and possible, liaise with a government official to confirm its content before the event.

3. **Forge new cross-sectoral partnerships** to tackle cross-cutting disadvantages standing in the way of inclusion. Organisers should invite representatives from multi-sectoral UN Agencies working on inclusion, notably UNICEF, WFP, UNDP and UNHCR.

The GEM Report also asks that organisers ensure an inclusive approach to the event: all launches should feature representatives from diverse constituencies ensuring that discussions go beyond persons with disabilities to feature voices from across various excluded groups relevant to the country or context.

Requesting the 2020 GEM Report and Summary

The GEM Report encourages organisers to arrange for paperless events where possible and appropriate.

At the time of the global launch date on 23 June 2020, the 2020 GEM Report in English and all UN language versions of the Summary will be available online. Printed versions of these publications are expected in mid-July.

We aim to release the French, Spanish, and Arabic versions of the Full Report in mid-August 2020. The Chinese version will be released in early 2021.

The team will ship select copies of the Report and its materials to launch events at no cost to the organiser. Please place your order using the [online form](#) and ensure that the [planning form](#) is also completed. If you cannot access the online form, please complete the [publication request form](#) in Word format. All electronic versions of the GEM Report will be available to download from [this link](#) as soon as they are available. All distribution inquiries should be directed to: gemdistribution@unesco.org.

When requesting shipped publications, please note that the GEM Report team automatically sends a copy of the Full Report and Summary to many national and international officials, including:
- The Minister of Education
- The Permanent Delegation to UNESCO
- The National Commission for UNESCO
- The UNDP Resident Representative
- The UNICEF Country Representative

- The Division of Planning and/or Statistics
- The United Nations Information Centre (if there is one)
- SDG 4 coordinators
- Depository libraries

Reporting back on your event

The GEM Report would like to hear about your event. Please send us a completed reporting form to gemevents@unesco.org. The form should contain information on how many people attended, who they were and their contact information, the programme, how the objectives of the event were met and if possible, feedback on the Report or the content of discussions, including any specifics about policy impact achieved.

ANNEX 1: Sample agenda for a physical launch event.

09:00 Press Conference with key national journalists (and regional/international journalists if based in your country) with a pre-organised press pack. Involve a spokesperson from the Ministry, and any other high-level speakers attending the event and willing to take part.

10:00 Opening session with a video and spoken presentation of the 2020 GEM Report. This could be introduced by or followed up with a reaction from a high-level speaker from the Ministry of Education.

10:30 Panel discussion involving different actors responsible for achieving an equitable and quality education, such as: a government official, a member of civil society, a GEM Report member/representative, a teacher and/or student with inclusion experience.

11:00 Questions and Answers from the audience about the analyses, findings and recommendations found in the Report.

11:20 Break

11.50 Debate on one/some of the key recommendations or topics in the Report, drawing in different speakers from the panel discussion.

13:30 Lunch

15:00 Breakout session to write action points on how to best take forward the recommendations in the 2020 GEM Report, and a follow up action plan.

16:00 Closing remarks

ANNEX 2: Guidelines on graphic design

For those intending on preparing programmes, banners or additional materials, the high resolution files of the cover as well as the banners, invitations, posters, colour templates, PowerPoint templates, a video and other materials can be requested by e-mailing: gemevents@unesco.org.