



PRESS RELEASE

Young People lead the World's Largest Lesson in Cartagena, Colombia

5000 children take part in the World's Largest Lesson in one day, as 600 young people from around the world educate their peers about the Global Goals for Sustainable Development

CARTAGENA, COLOMBIA, 12 July 2017 – 600 young people from 126 countries come together in Cartagena to teach the World's Largest Lesson to 5000 children in one day.

The AIESEC YouthSpeak Forum delegates have been trained to deliver the World's Largest Lesson to engage children in the United Nations Global Goals for Sustainable Development, an ambitious agenda to end extreme poverty and fight inequality, injustice and climate change by 2030.

Led by AIESEC and World's Largest Lesson, in partnership with UNICEF, the event in Cartagena launches a campaign to empower young people around the world to take ownership of the UN agenda as the generation who will be most affected by its success or failure, by educating peers and inspiring them to take action in their everyday lives.

If we are to create long term sustainable change we have to start with the young – and that's why in my work as an SDG Advocate I'm especially passionate about the World's Largest Lesson. 25% of the world's population are under the age of 14. They are our greatest weapon against poverty and inequality.” - Richard Curtis, filmmaker, campaigner, UN SDG Advocate and cofounder of Project Everyone

“Engaging Youth is the only way to move this global agenda forward, it will be achieved by giving them a space to play an active role, rather than being a target group or a marginalized population in need of support. Youth are the bank of 1.8 billion opportunities to bring hope to humanity”

Abdelrahman Ayman, President of AIESEC International 2017-18

Cartagena's students will join millions of children in over 100 countries who have taken part in the World's Largest Lesson since its launch in September 2015, when the 17 Global Goals for Sustainable Development were agreed by all 193 member states at the United Nations.

"Global challenges such as the economic situation, discrimination and climate change are interrupting this opportunity and it is precisely on this that the initiative was held today in Cartagena in classrooms. We wanted to convey that we remain committed to supporting the promotion of learning spaces that give our children and adolescents the tools for a better life." said Viviana Limpias, UNICEF's Deputy Representative in Colombia.

The World's Largest Lesson has attracted widespread support from across private, public and civil society sectors, including from public figures like Malala Yousafzai, Emma Watson and Neymar Jr who have introduced the animation, helping to excite and inspire children and make it the most memorable lesson of their year.

Two UNICEF Goodwill Ambassadors will take part in the event. *"To be a facilitator of the "World's Largest Lesson" led me to reflect that the most effective way to achieve the 17 Sustainable Development Goals is to take care of the needs of childhood and adolescence."* said Carolina Cruz, model, entrepreneur and presenter, who shares the titles of UNICEF Goodwill Ambassador, model, and social leader with Belky Arizala, who said *"It's both important and necessary to create spaces where children can express what they think and share the concerns they have about the changes in the world around them"*.

Colombian Minister of Education Yaneth Giha will be attending the launch of the event. It is hoped that the event will help to further engage government leaders and ministers, over 58 of whom have already supported the initiative by communicating the free teaching resources to their schools or by personally attending or teaching a World's Largest Lesson.

The large scale activation is a tangible step towards achieving Global Goal 4, Quality Education, which includes targets to teach sustainable development and to ensure equality of access to education for every child. It was ranked as the Goal young people most want to take action on in the YouthSpeak survey of 160,000 millennials conducted by AIESEC. In Colombia, according to a report by the National Ministry of Education in 2015, it is estimated that 1,442,350 children and adolescents are out-of-school, 7,343 of whom are in the city of Cartagena.

"The Global Goals are for every child, no matter where they are or who they are, they have a valuable contribution to make. No one knows how to communicate this to young people better than young people themselves. Today, as an international team from 122 countries, we have the opportunity to share why we believe we all have a role as global citizens and encourage kids to join us in action."

Mayteck Arenas, Youth Participant

Media assets available at:

Album titled 'Youth Speak Forum 2017' available evening of 12 July at:
<https://www.flickr.com/people/aiesecinternational/>

Video content available 12 July at: https://www.facebook.com/AIESECglobal/?ref=br_rs

World's Largest Lesson animation and teaching resources free to download in multiple languages at: <http://globalgoals.org/worldslargestlesson>
[Spanish site = <http://worldslargestlesson.globalgoals.org/es/>]

Social media: #WorldsLargestLesson #Youth4GG

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NOTES TO EDITORS

About the World's Largest Lesson

World's Largest Lesson is an initiative to share the Global Goals for Sustainable Development with every child, and encourage them to take action to help achieve the 17 Goals by their 2030 deadline.

Celebrated annually in September, World's Largest Lesson is an initiative of **Project Everyone**, the organisation co-founded by filmmaker, campaigner and UN SDG Advocate Richard Curtis to accelerate global awareness of the new Goals through the power of creative communication. Delivered in partnership with UNICEF and with the help of UNESCO, The World's Largest Lesson has reached over 100 countries by offering free, creative resources to educators in over 40 languages. Bridging sectors it works with Ministries, CSOs, corporate volunteers and education business to communicate the Goals to children and young people, with the support of public figures like Malala Yousafzai, Serena Williams, Kolo Touré, Queen Rania of Jordan, Sir Ken Robinson and, last year, from Emma Watson who led their Lesson on Global Goal 5, Gender Equality.

The World's Largest Lesson will focus on the theme of food, inviting children to examine their own meal to discover how food choices impact across the Global Goals, and to pledge or advocate for changes that will contribute to the achievement of the Goals.

For more information about the World's Largest Lesson visit:

www.globalgoals.org/worldslargestlesson or contact Eloise Haylor via: eloise@project-everyone.org

Follow World's Largest Lesson on [Twitter](#), [Facebook](#) and [Instagram](#)

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About AIESEC

AIESEC is the world's largest youth-led organization creating opportunities for young people to explore and develop their leadership potential. With offices in more than 122 countries and territories, AIESEC is a non-political, independent, not-for-profit organization run by students and recent graduates of institutions of higher education. Around the world AIESEC partners with more than 2,600 universities and 8000+ organizations to facilitate professional and personal development experiences for young people across the globe.

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About UNICEF

UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.

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